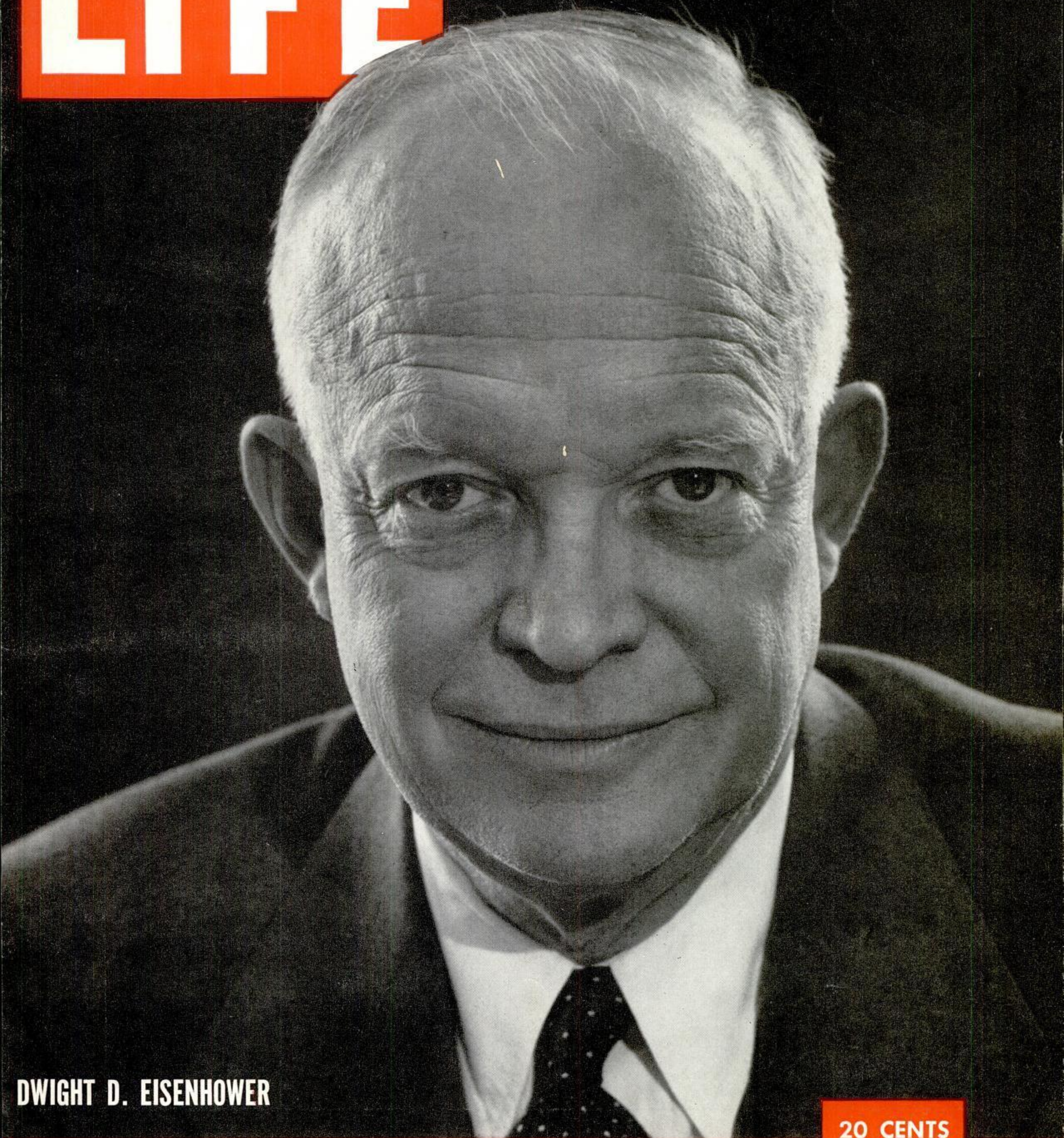


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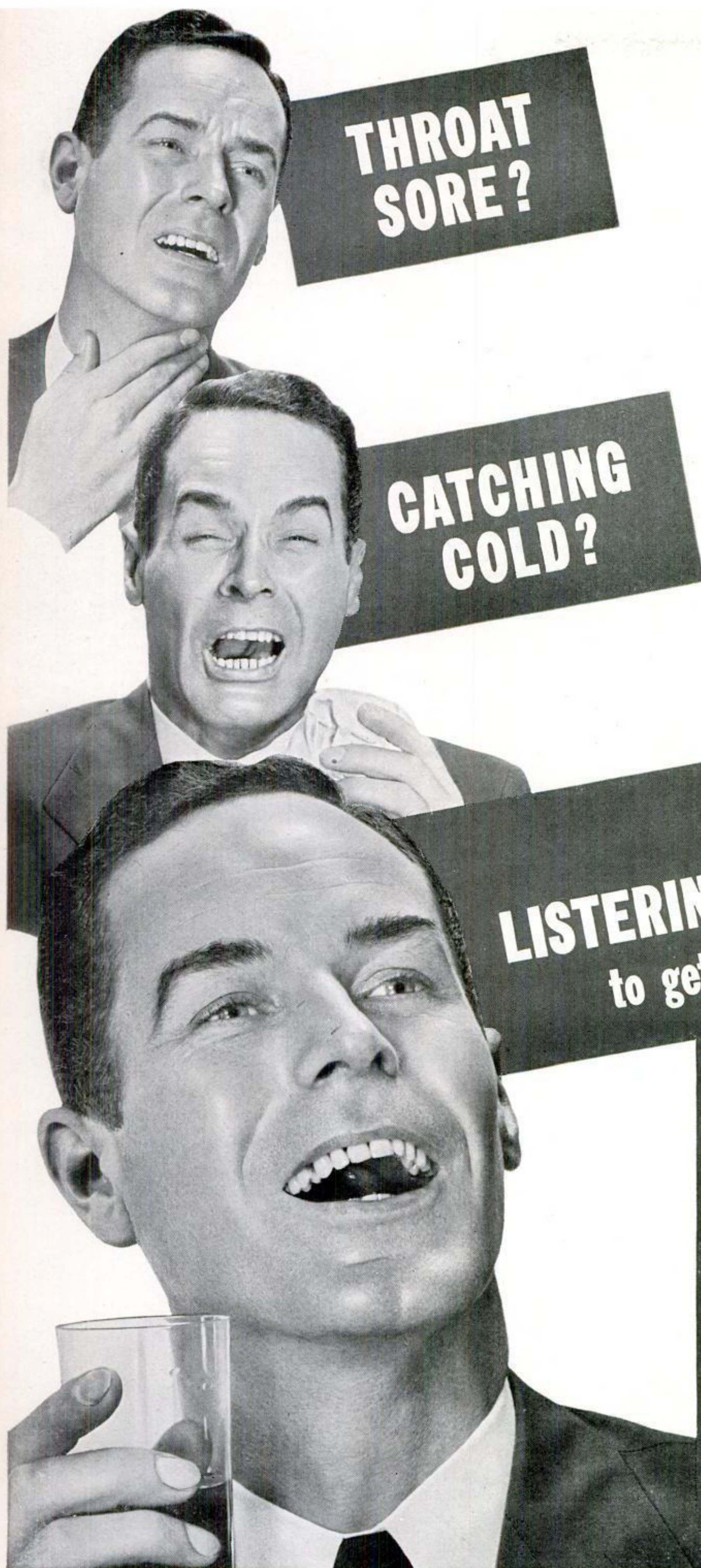
20 CENTS

JANUARY 21, 1952

REG. U. S. PAT. OFF.



Modess ... *because*



Prompt Action

can often help head them off
or lessen their severity

Whatever else you do, gargle Listerine Antiseptic at the first hint of a sneeze, snuffle, cough or scratchy throat due to a cold.

Kills Germs on Throat Surfaces

Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including those called "secondary invaders." (See panel below.) These are the very bacteria that often are responsible for so much of a cold's misery when they stage a mass invasion of the body through throat tissues.

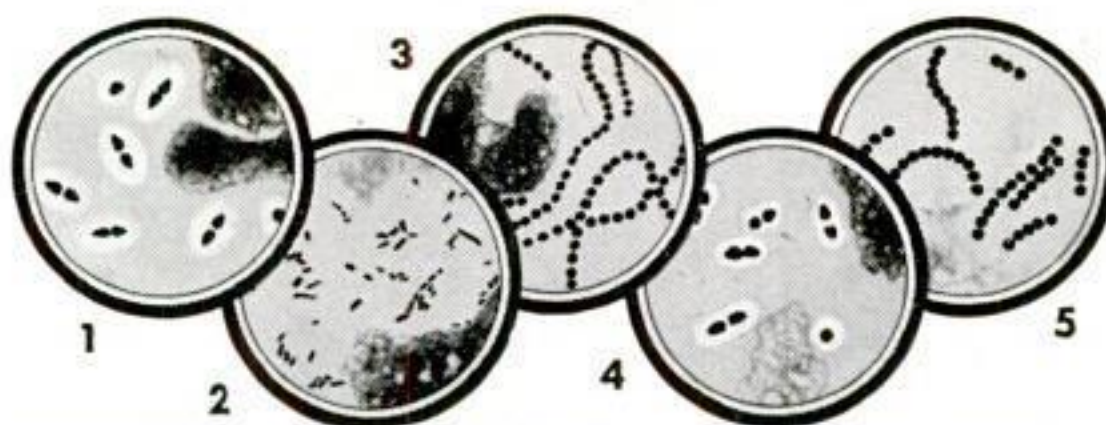
Listerine Antiseptic is so efficient because, used early and often, it frequently helps halt such a mass invasion . . . helps nip the cold in the bud, so to speak.

Fewer Colds and Sore Throats in Tests

Remember, tests made over a 12-year period in great industrial plants disclosed this record: That twice-a-day Listerine Antiseptic users had fewer colds, generally milder colds, and fewer sore throats than non-users. LAMBERT PHARMACAL COMPANY, St. Louis 6, Mo.

Gargle
LISTERINE ANTISEPTIC Quick
to get after these germs

SOME OF THE "SECONDARY INVADERS"



(1) Pneumococcus Type III (2) Bacillus influenzae (3) Streptococcus hemolyticus
(4) Pneumococcus Type IV (5) Streptococcus viridans

Tests showed that even fifteen minutes after Listerine Antiseptic gargle bacteria on mouth and throat surfaces were reduced up to 96.7%; an hour afterward as much as 80%. Among bacteria on mouth and throat surfaces can be many of the "secondary invaders", some of which are shown above. These are the very germs that can cause so much of a cold's misery when they invade the body through throat tissue.

See The SAMMY KAYE SHOW • "So you want to lead a Band"
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But there are other, extra tolls paid by too many people, too much of the time.

As a glaring example, many millions of the tires on American cars today,
have long since given up their lives and their safety.

Yet, hard to believe, millions of Americans, of all ages, daily entrust their
own lives to these worthless, worn-out tires.

This flagrant threat to safety of life and limb continues to somewhat blur
the bright record of automobile life in America.

But, it's a risk you need never run—a toll you need never pay.

The Other Home You Live in is the car you ride and drive in!

For many years, United States Rubber Company
has given much of its strength and experience to
this one demanding subject, driving safety... seek-
ing utmost protection for American families as they

drive our roads and highways. In today's U.S. Royal
Master tire, and in the new U. S. Royal Life-tube,
driving safety (inner and outer) has been brought,
we believe, to the highest level yet achieved.

U.S. ROYAL

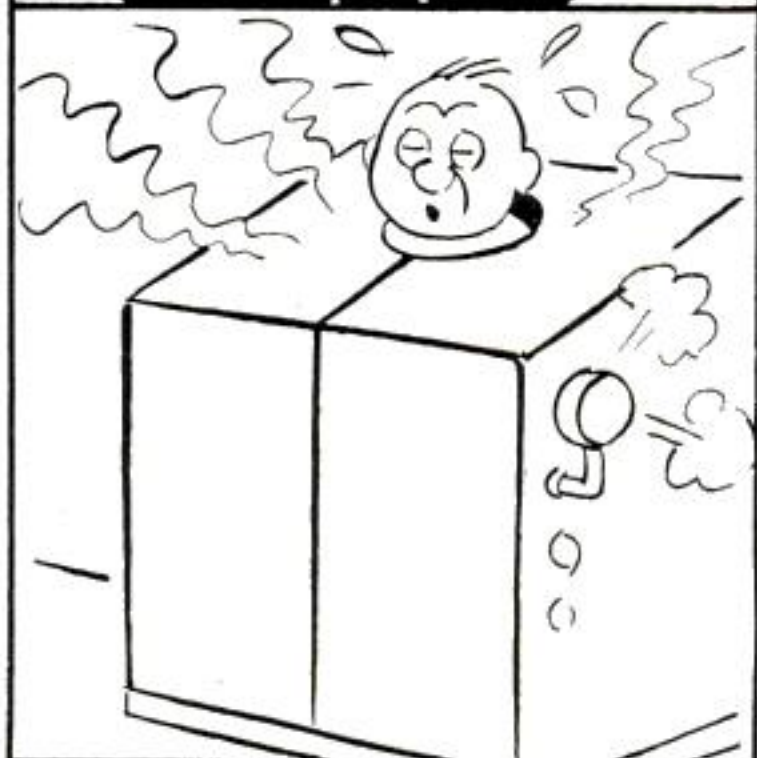
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BUSINESS
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LETTERS TO THE EDITORS

ASIA ISSUE

Sirs:

Congratulations on your special Asia issue (LIFE, Dec. 31). Visually, it is the most stunning issue of any American magazine I have ever encountered. The pointed articles could not be better designed to crash through our lamentably hazy consciousness of these vast, strange lands and their stranger peoples. This Asia issue of LIFE will take a permanent place in our family library, where it will contribute graphic and somber meaning to the atlases, histories and travel books.

LUCY CROCKETT

Seven Mile Ford, Va.

Sirs:

As one who has lived in India for 16 years, who has traveled in most of the countries of Asia and whose professional training has been in sociology and cultural anthropology, I feel grateful for the service you have done in this issue.

DR. EDWARD W. POHLMAN

Oxford, Ohio

Sirs:

Your special issue was in my opinion one of the most outstanding ever published by LIFE. It contained more educational and worthwhile information than I have seen in some time. My congratulations for a job well done and a wish that LIFE will give us more of such special issues.

WAYNE N. ASPINALL
Member

House of Representatives
Washington, D.C.

Sirs:

Your one-subject issue impresses me greatly. In a recent flight around the world I visited and saw firsthand many of the places and talked with people remarked about in the issue. This to me is an outstanding representation of the vast regions discussed and indicates the thoroughness with which your representatives have studied and come to understand Asia.

SAM KEENER

Salem, Ohio

Sirs:

... one of the most astute and intelligent analyses of the whole Asian situation. ...

GRACE BOK HOLMES

United Nations, N.Y.

Sirs:

After reading your Asia issue, I have the deep feeling that there was a group of thinkers who had bothered to record their ideas and experiences in such manner as to shake millions of Americans like myself from our state of mental lethargy.

JOHN R. PALMER JR.

Green Cove Springs, Fla.

Sirs:

... one of the greatest copies of LIFE I have ever seen. ...

W. G. VINCENT

Hutchinson, Kan.

Sirs:

Having returned only this month with my Oriental bride after three years' duty in Asia, I was filled with deep appreciation for the message of your special issue. Since returning I have been as appalled by the general ignorance and misinformation about Asia and her peoples as I was appalled while in Asia by the lack of interest of

the Americans stationed there in understanding the Asians. ...

LIEUT. LEONARD C. MOFFITT, USAF
Altoona, Pa.

Sirs:

... a classic.

ANNE HARTTER

Springfield, Ill.

Sirs:

... masterly.

LOUISE D. BUZBY

Los Angeles, Calif.

Sirs:

... well worth a year's subscription.

JULIAN GENTRY

Danville, Ky.

Sirs:

... It is the best public document I have seen yet, particularly Professor Northrop's contribution.

GAYER G. DOMINICK

New York, N.Y.

Sirs:

I have never read so clear and concise an exposition of the differences between our culture and those of the peoples of Asia as Mr. Northrop's.

We Americans must realize that our civilization, drawing as it does from the Judeo-Christian religion and Greek philosophy, is not necessarily suited to the rest of mankind, and we should not attempt to foist our concepts upon others who have their own ways of life.

HARRIS GRAND

New York, N.Y.

Sirs:

If only half of the readers of LIFE read this issue on Asia, the level of understanding of the East-West problem will rise to a degree which might not otherwise be attained. Professor Northrop's article is a brilliant contribution to world understanding. ...

JOSEPH H. HAZEN

New York, N.Y.

Sirs:

I am unable to reconcile your editorial stand that we should "cleave to ... Chiang Kai-shek" in the face of Professor Northrop's statements that: "It is obvious that our policy in Asia must command the support of at least a majority of Asians if it is to be successful" and "Chiang Kai-shek failed long before Americans stopped backing him." ...

DOUGLAS RUGH

Newington, Conn.

● It is LIFE's position, as stated on the editorial page, that the low estate of Chiang's reputation today in Asia is due partly to the State Department's White Paper of 1949, partly to Communist propaganda. Chiang still controls the largest anti-Communist Asian army.—ED.

Sirs:

At Fairleigh Dickinson College we are making your Asia issue a must for all our students and asking them to keep the issue as a permanent reference.

This issue may do much to change the course of history teaching in our colleges. We have got to realize that while European history has its importance, it is time that all students, before they graduate, know equally Asiatic history, cultures and economics. ...

PETER SAMMARTINO

President

Fairleigh Dickinson College
Rutherford, N.J.

JAPAN

Sirs:

To say as you do in "The Example of Japan" (LIFE, Dec. 31) that "The art of Japan is generally tranquil, not often tragic or violent" is a gross oversimplification of the true facts. ...

The basic code of the Japanese artist instructs him to capture "the living moment." ... To paint the extended claws of a tiger, he must first imagine their slashing sharpness. To depict a storm at sea, he must first feel the churning fury of heavy seas that most navigators know at first hand. Truly, therefore, much of Japan's art frightens the Westerner.

CHARLES ALLEN BARETSKI
Senior Librarian

The Public Library of Newark
Newark, N.J.



● Japanese art can be violent and sinister (above) but the preponderance is, as LIFE said, tranquil.—ED.

COUNTY AGENT

Sirs:

I was especially interested in "A County Agent Comes to India" (LIFE, Dec. 31). For more than 20 years my father, Rev. LeRoy Lightfoot, who went to India as a missionary, was doing the same kind of work as the county agent, Mr. Holmes.

My father, too, was a farmer in his youth. He set up projects in a little Indian mission school in central India that covered goat care, chicken raising, all sorts of crop growing. He introduced the cochineal bug to his part of the district in order to wipe out the dread cactus which spread over farm land and even harbored panthers and tigers. Across from our bungalow he planted two fields of jowar—one he fertilized and the other he left without any fertilization. The difference in the fields was so striking that villagers who were on their way to the bazaar in the nearby village stopped and asked the reason for the great difference. Finally he put up two signs—one saying "Fertilizer thrown," and the other "Fertilizer NOT thrown," and then the people

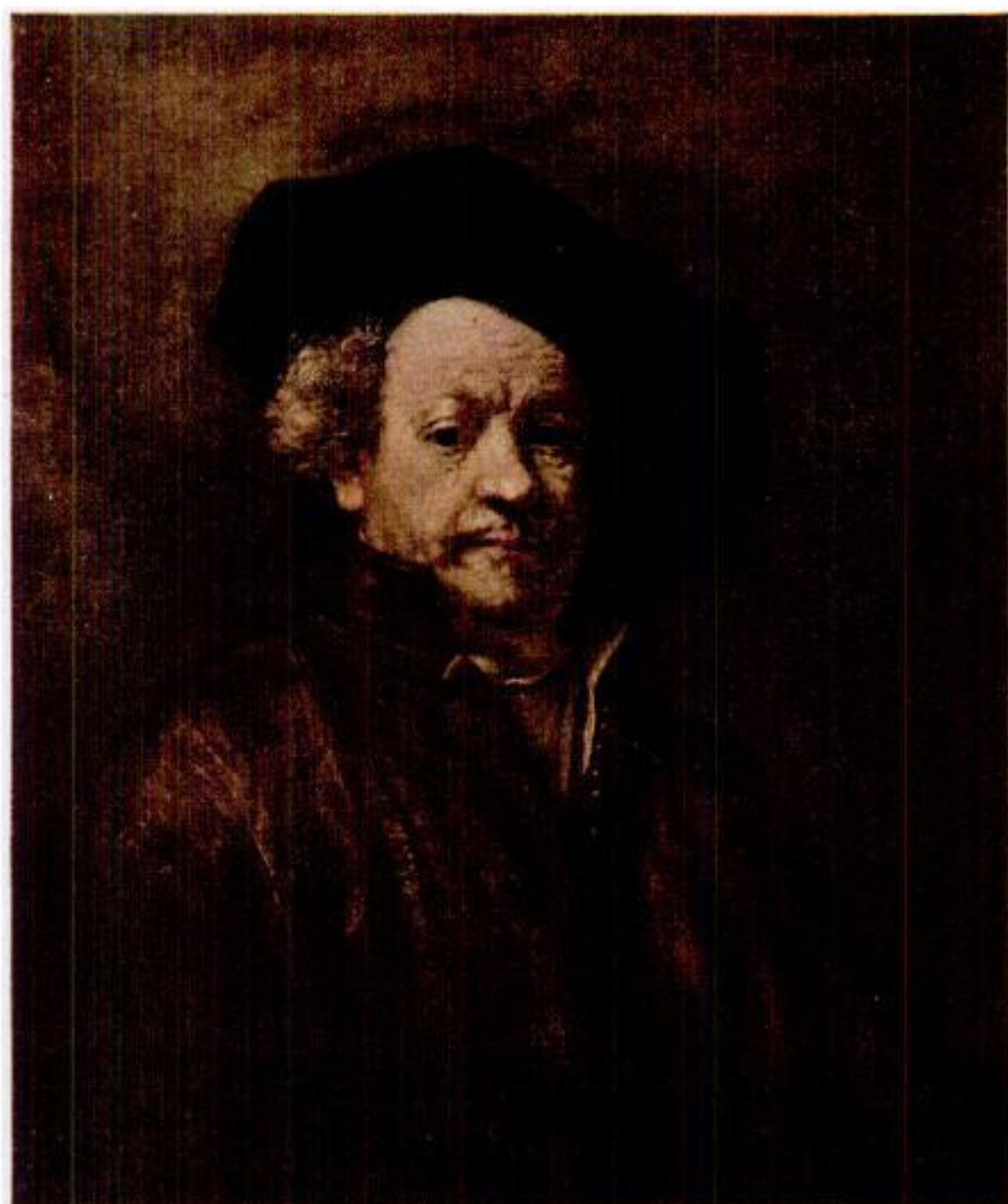
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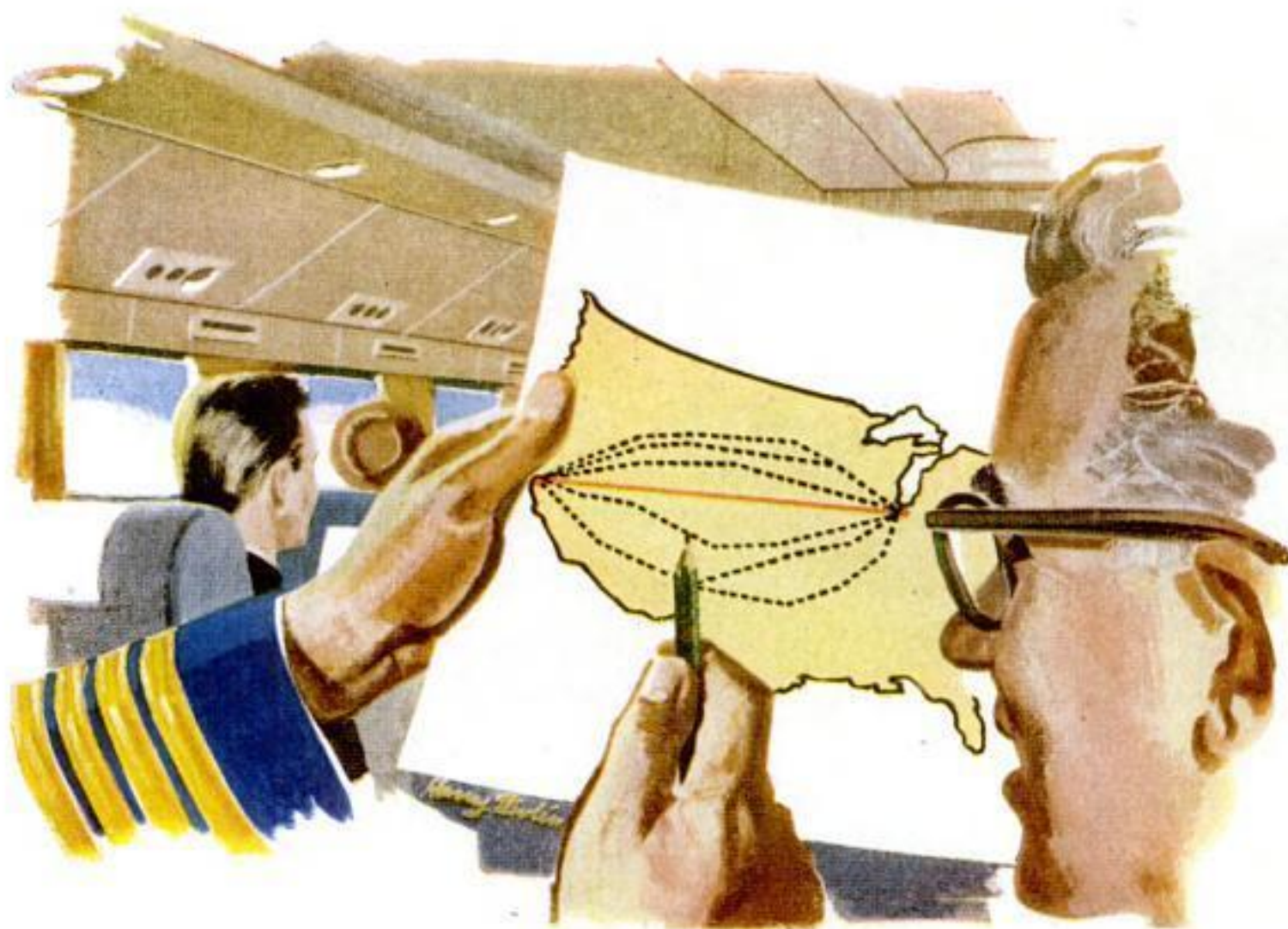
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LETTERS TO THE EDITORS CONTINUED

came in to find out how to do it in their own fields.

Eighty miles away from us there was a missionary who was trying to develop farm implements the people could make out of the materials found in their own country. It was no good to introduce our American implements in India because in the event of a breakdown, weeks and months would be lost in waiting for new parts to be brought from America. Anyway, no one could afford American machinery. . . .

RUTH M. CORDELL

Whitehall, Mich.



MISSIONARY LIGHTFOOT

DECLINE OF WESTERNER

Sirs:

David Douglas Duncan in "Decline of the Westerner" (LIFE, Dec. 31) calls Burma "a member of the British Commonwealth. . . ."

On Jan. 4, 1948 Burma became an independent nation completely outside the British Commonwealth by a treaty signed in London.

ANNE BURNETT
Librarian

World Affairs Council
San Francisco, Calif.

• The severance of Burma from Britain was a gradual affair. Even in 1937, when Burma obtained a Senate, House and a Cabinet, the British governor had powers of veto. In 1948, however, Burma was given full independence and left the British Commonwealth.—ED.

NEW AFGHAN ERA

Sirs:

Your brief article on my country ("New Era for Afghans," LIFE, Dec. 31) was nothing short of disappointing. It gives the impression that prior to contact with your country underdeveloped countries either did not exist or carried on an existence that was nothing short of a state of dormancy.

For your information I would like to bring to your attention that three new industrial cities were built by Afghan and foreign engineers employed by the Afghan government and commercial firms. During the last few decades German, Czech, Japanese, Italian and Austrian firms and engineers have been engaged in assisting the government and private companies in their industrial and construction programs. At present a German engineering firm is building hydroelectric projects near the capital of Afghanistan. . . .

ABDUSATTAR SHALIZI
Afghan Government Representative
for Loan and MKA Affairs
San Francisco, Calif.

• LIFE reported the Morrison-Knudsen job because at \$38 million

it is by far the largest modernization project in the country.—ED.

EDITORIAL

Sirs:

I was a bit startled to read in your editorial (LIFE, Dec. 31): "When the Roman Church heard of Buddha, it made him a Christian saint." What is your authority for that statement?

M. J. HOGAN

Philadelphia, Pa.

• Before canonization became official, it was common Christian practice to venerate holy men, including those of other religions. One of the most popular holy men was Buddha, whose story and legends had spread through Christendom. Although Buddha himself was never canonized, the first authoritative list of saints, drawn up in the 16th Century, included a Saint Josaphat who, according to the *Catholic Encyclopedia*, was "a Christianized version of one of the legends of Buddha." —ED.

MEDICAL MISSIONARY

Sirs:

"Medical Missionary" (LIFE, Dec. 31), which told of the work of Dr. Edwin B. McDaniel at the Overbrook Hospital in Chiengrai, Thailand, was read with much interest here.

For more than 50 years this church has supported the Thailand Mission. . . . During World War II the mission property was seized by Japanese troops, but a vigilant Thai lay worker preserved much of the hospital equipment intact.



Recently the Overbrook congregation learned that a new ambulance was needed at the hospital, and responded by sending this one (above).

ALVIN DUANE SMITH
Minister

Overbrook Presbyterian Church
Philadelphia, Pa.

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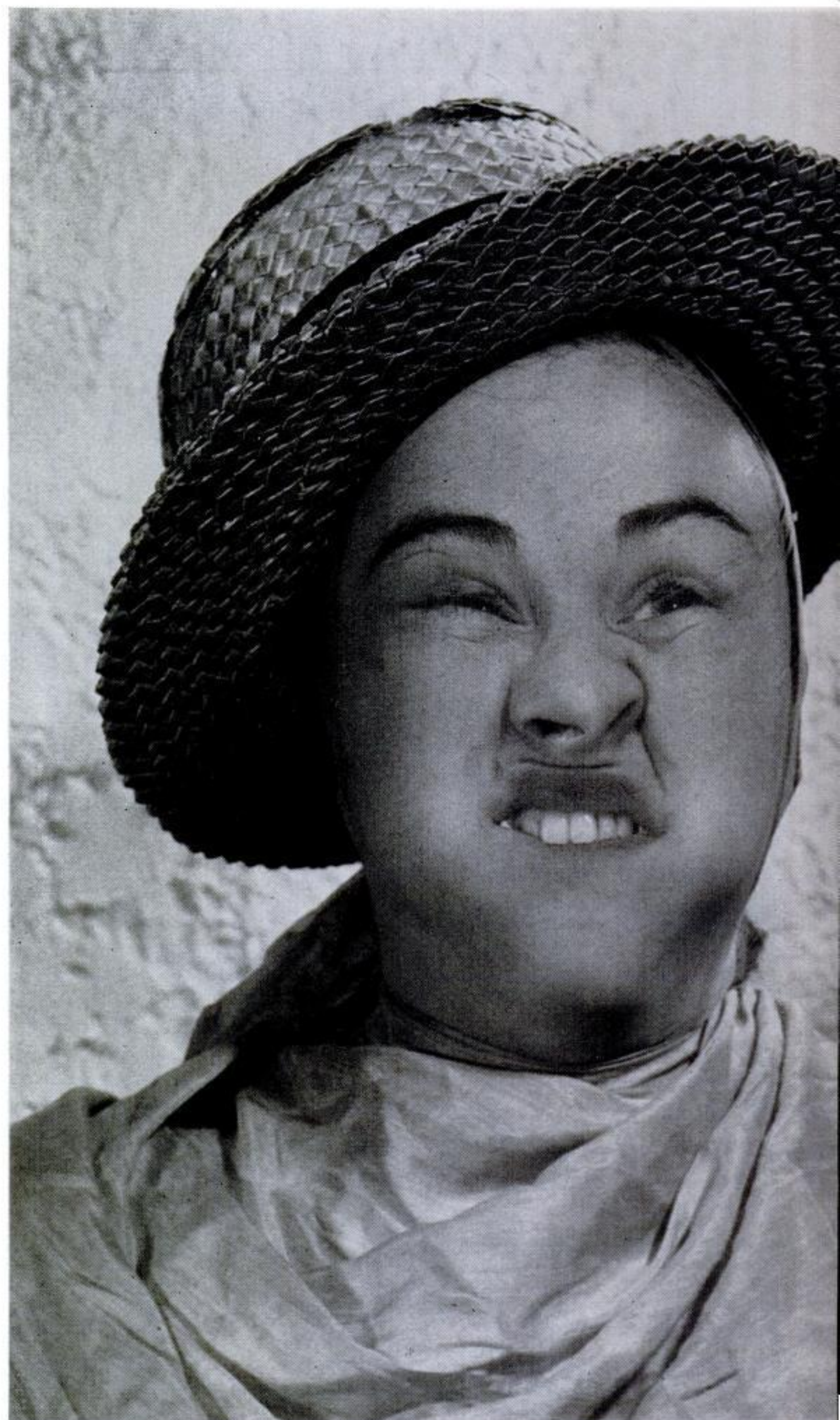
Millions believe in **BROMO-SELTZER**



NYLON MAMMY is effect achieved by Photographer Lin Caufield by pulling stocking over his head. At left is Caufield's normal appearance.



15-DENIER DOLL dressed in a black wig is played by Pat Wrege, the originator of the stocking game, who used to be a model in Hollywood.

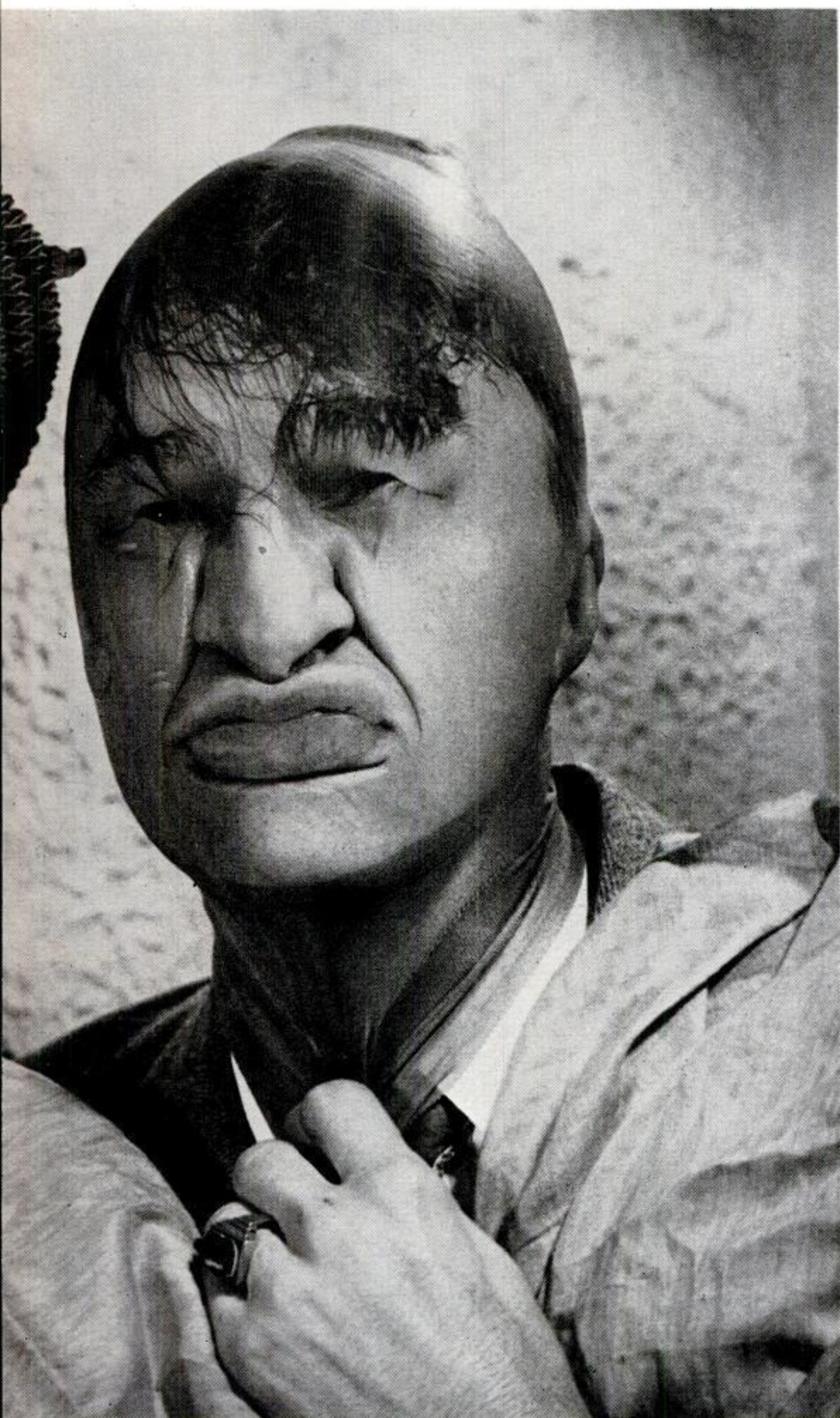


HAT AND HOSE are party costume of Winnie David who acquired these toothsome results by munching her lower lip before getting in stocking.

SPEAKING OF

In Louisville a new game in old nylon

In Louisville, Ky. Pat Wrege (*lower left*), who ordinarily takes her stockings straight, got the shock of her life recently when a neighbor's child walked into the room with a discarded nylon pulled down completely over her head. Seeing the way the tight mesh distorted the normally cherubic cast of the child's features, Mrs. Wrege hit upon a novel stocking stunt. She and



STOCKING SCARFACE, caused by a run, is played by Bob Wrege, who discarded his glasses (right) because visibility in hose is bad anyway.



51-GAUGE GLAMOUR is assumed by Jan Caufield, Lin's wife. The oriental effect is caused by pulling the stocking up from chin past her eyes.



STRAIGHT SEAM down the line of his nose is carefully preserved by Edwin David, who has an air hole on upper lip and is smoking through run.



PICTURES . . .

produces some shocking stocking faces

some friends gathered up a batch of old nylons and threw a party at which all of the guests encased their faces in hose. The results, which were photographed by Lin Caufield (*top left*), ranged from the seamy to the silly. One revolutionary discovery came out of the game: when worn on the head, a stocking is more comfortable if it has at least one run for ventilation.

Setting for a Lovely Luncheon!



Now in the extra value pack... the new Ivy! Last-word idea in decor for your table... smart as fine china yet it's **SERVISSET**... those inexpensive matched paper plates, Handi-Handle® cups, napkins and table cover. Lovely to look at, such fun to use... and no dishes to wash!

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STOCKING FACES CONTINUED



CHIN FIRST is one way of donning the stockings, as demonstrated by Pat Wrege. Method causes skin of face to travel upward, giving slant-eyed look.



HAIR FIRST is another way to put on the hose, and it pulls all the features down. Those players who put their noses in first end up looking out the toe.



SHEER ENJOYMENT is displayed by Mrs. Wrege, who is enthusiastic on subject of her game, which was recently played on Louisville television show.



Johnny woke us all up!



Hey, Dad! NEOLITE Soles are more comfortable—need no breaking in!



Hey, Mom! NEOLITE Soles are so light—help shoes keep smart lines longer!

When we saw NEOLITE Soles outwear leather 2 to 1* on our "wild Injun's" shoes—saw how much lighter they were and how much better in so many other ways—it opened our eyes to the best sole buy for all *our* shoes, too!

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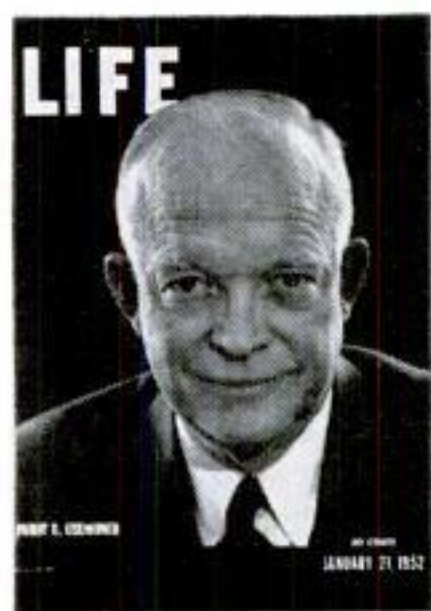
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LIFE'S COVER

The face on the cover is familiar but it is now per-
tinent to recall not quite so familiar data on the
general's career as it might appear in *Who's Who*:
EISENHOWER, Dwight David, army officer; b.
Denison, Texas, 1890; s. David J. and Ida (Stov-
er); B.S., Military Acad., 1915; grad. Inf. Tank
Sch., 1926; m. Mamie Geneva Doud; children—
Dwight Doud (dec.), John Sheldon Doud. Commd.
2nd Lt. inf. advancing to lt. gen., 1942; comdg. gen.
Allied Forces in Europe, 1943; pres. Columbia
Univ., 1948; Comdg. North Atlantic Treaty Or-
ganization Forces, Dec., 1950. For activities affect-
ing Eisenhower's future entries, see pages 22 to 25.

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4—FROM "MASTERPIECES OF THE JAPANESE COLOR
WOODCUT" PUBLISHED BY THE BOSTON BOOK AND ART
SHOP

7—BOT. CLARENCE L. MYERS

8, 9, 10—LIN CAUFIELD

15—PETER ANDERSON

16—INT. EXC. BOT. RT. A.P.

17—INT.

18, 19—A. P.—DRAWING BY ROLF KLEP, JOE SCHERSCHER

20, 21—U.P. MOVIE TONE PHOTOS FROM U.P.-ACME

22—LISA LARSEN, A.P., ROBERT W. KELLEY, ALFRED
EISENSTAEDT—JOE CLARK

23—HANK WALKER—SECOND FROM RT. SLIM AARONS, LISA
LARSEN—JOE CLARK

24—LARRY BURROWS (2), GEORGE SILK—LARRY BUR-
ROWS—GEORGE SILK, LARRY BURROWS (2)

25—THOMAS D. McAVOY

26, 27—LT. A.P.; CEN. A.P.; RT. HANK WALKER—HANK
WALKER, MARTHA HOLMES

31—HANK WALKER

32—INT.—HANK WALKER

33—MARK KAUFFMAN

34—ALLEN C. REED

36—LAURENCE R. LOWRY

41, 42, 43—HANS VAN NES

45—DRAWING BY TONY SODARO

53—RKO RADIO PICTURES INC.—HOWARD MODAVIS

54—RKO RADIO PICTURES INC. EXC. BOT. DAIEI STUDIO

56—COMMERCIAL PICTURES

58, 59—HERBERT ORTH COURTESY IOLAS GALLERY, NEW
YORK EXC. PHOTO BOB TOWERS FROM B.S.

61—JOHN KASNETIS

62—BOB TOWERS FROM B.S.

64—HANK WALKER EXC. DRAWING BY JAMES LEWICKI

67 THROUGH 70—PETER STACKPOLE

77—W. KIRK BRAUN FOR THE PORTLAND OREGONIAN

80, 81—FOURTH FROM RT. INT., RT. U.S. ARMY PHOTO BY
CPL. R. G. PETERSON

102, 103—RALPH CRANE

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and healthier,
handsomer hair"
says Robert Ryan
co-starring in
RKO's "THE RACKET"



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brighter . . . Fights decay better! Mouth

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clean mouth taste lasts hours. Prove to your-
self how well Oral Detergent works by taking
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A WEARY MAN in new dry clothes, white and drawn from his ordeal, Captain Kurt Carlsen lets

his eyes close for a moment at a press conference at Falmouth, where he came ashore after being rescued.

LIFE

Vol. 32, No. 3

January 21, 1952

THE HERO RECITES HIS OWN SAGA

He seemed as tired as a man can be. His knees were stiff and his fingers were calloused from crawling along a slanted, pitching deck for most of two weeks. He was obviously uncomfortable in his unfitted new suit and an unfamiliar situation. But Captain Henrik Kurt Carlsen was still the man in command, though his ship had gone down—and what he commanded more with each passing day was the admiration of a world which had found a hero.

He sat in the judge's chair in the town hall at Falmouth, England (*left*) and speaking carefully, with a noticeable Danish accent, he recited the saga of the *Flying Enterprise*. Only 20 hours before, out of final necessity, he had left the ship after a fortnight of epic struggle. With her \$2 million cargo the 6,711 tonner lay beneath 40 fathoms of angry water. Just when the cheering world believed that indomitable Kurt Carlsen would ride his heavily listing ship safely into Falmouth harbor, new storms brought on disaster; the five-inch line with which the powerful tug *Turmoil* had towed the *Enterprise* nearly 300 miles toward Falmouth was pulled apart in raging seas. The drama reached its climax just 41 miles short of Falmouth. On the next six pages photographs, the captain's own words and the final terse, tragic radio messages tell the story of Captain Carlsen's fight to save his ship.

PHOTOS AND CARLSEN'S WORDS FORM LOG OF 'ENTERPRISE'



DEC. 27-DEC. 31: The ship cracked . . . all the way across the deck and down the sides. We tried to make repairs. . . I tried to steer south to get into the traffic lanes where we had a chance of being picked up. We were doing all right until dawn [of Dec. 28] when another cyclonic storm came up . . . terrific mountains of seas. With a broken ship I could not steer. One tremendous wave knocked

her off her course. Then the ship broke across the No. 3 hold. I must say that everyone without exception took the situation very calmly. No one jumped until I told them. As soon as I saw the passengers picked up by the rescue ships [see above], I went back to the radio set and I manned the radio station, contacted the rescue ship by telephone and made an accounting of all persons on board.



JAN. 1-JAN. 3: The discomfort was in the angle of the ship, trying to get around the ship, especially getting on the stairways. What really made me decide to stick by the ship? I looked over the situation once more and then came to the conclusion that I could manage to bring the *Enterprise* into port. I could see that she would be able to stay afloat for quite some time. I felt it was my duty.



JAN. 4-JAN. 7: He [*Turmoil's* mate Dancy] came on board. It was a tremendous relief for me to have a helping hand . . . a companion in my loneliness. We managed to get the wire back on the *Turmoil*, but it parted . . . and my heart almost stopped beating. [Editor's note: Above, *Turmoil* (foreground) is towing the *Enterprise* which is veering off *Turmoil's* course. Destroyer *Keith* stands by.]



JAN. 8–JAN. 10: She was a very well-built ship. I had command for over three years and crossed the Atlantic many times so I knew what she could take. The last few days' gale was too much. There were high seas going and they were too much. There was so much strain on the rope. [Dancy and I] agreed we would stick together and that when we had to leave we would swim together, so it would be

easier to pick us up. I finally decided to abandon ship when the wheelhouse doors exploded from the pressure of air and water. I was talking on my little radio set to the captains of the *Keith* and the *Turmoil* when this happened . . . it started to get bad, and I knew she was going. I had done my best. [Editor's note: "Did you pray?" the captain was later asked. "I am not exactly a heathen," he replied.]

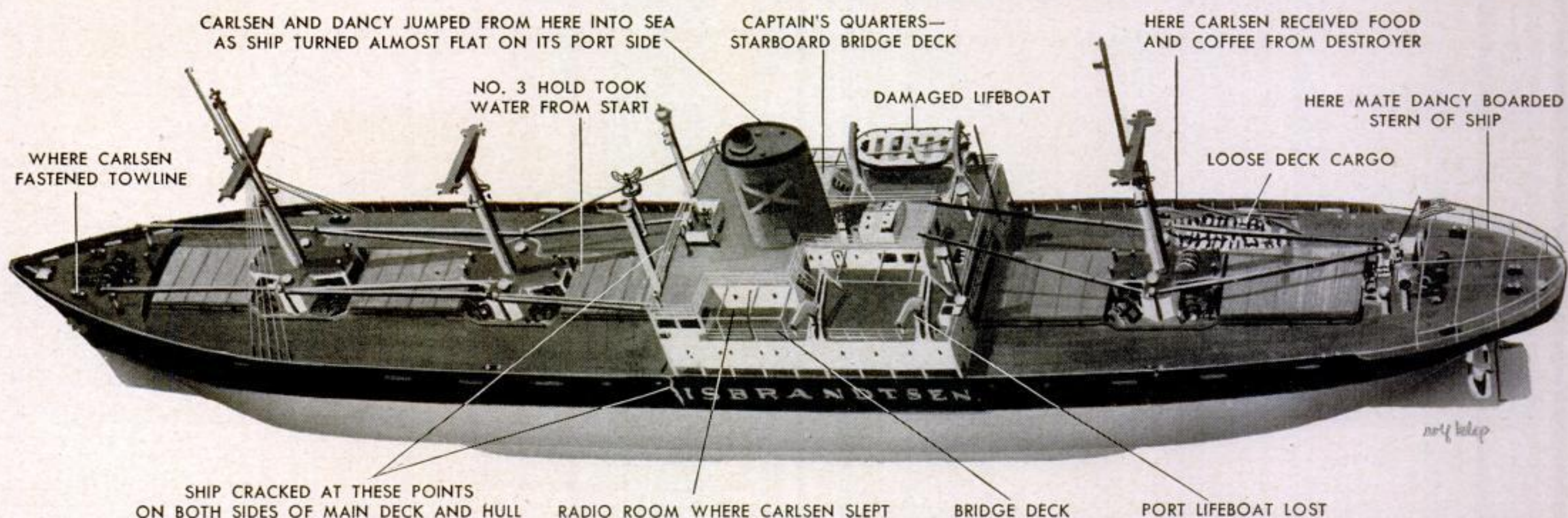


CARLSEN AND DANCY WAVED BRAVELY WHEN VICTORY SEEMED POSSIBLE



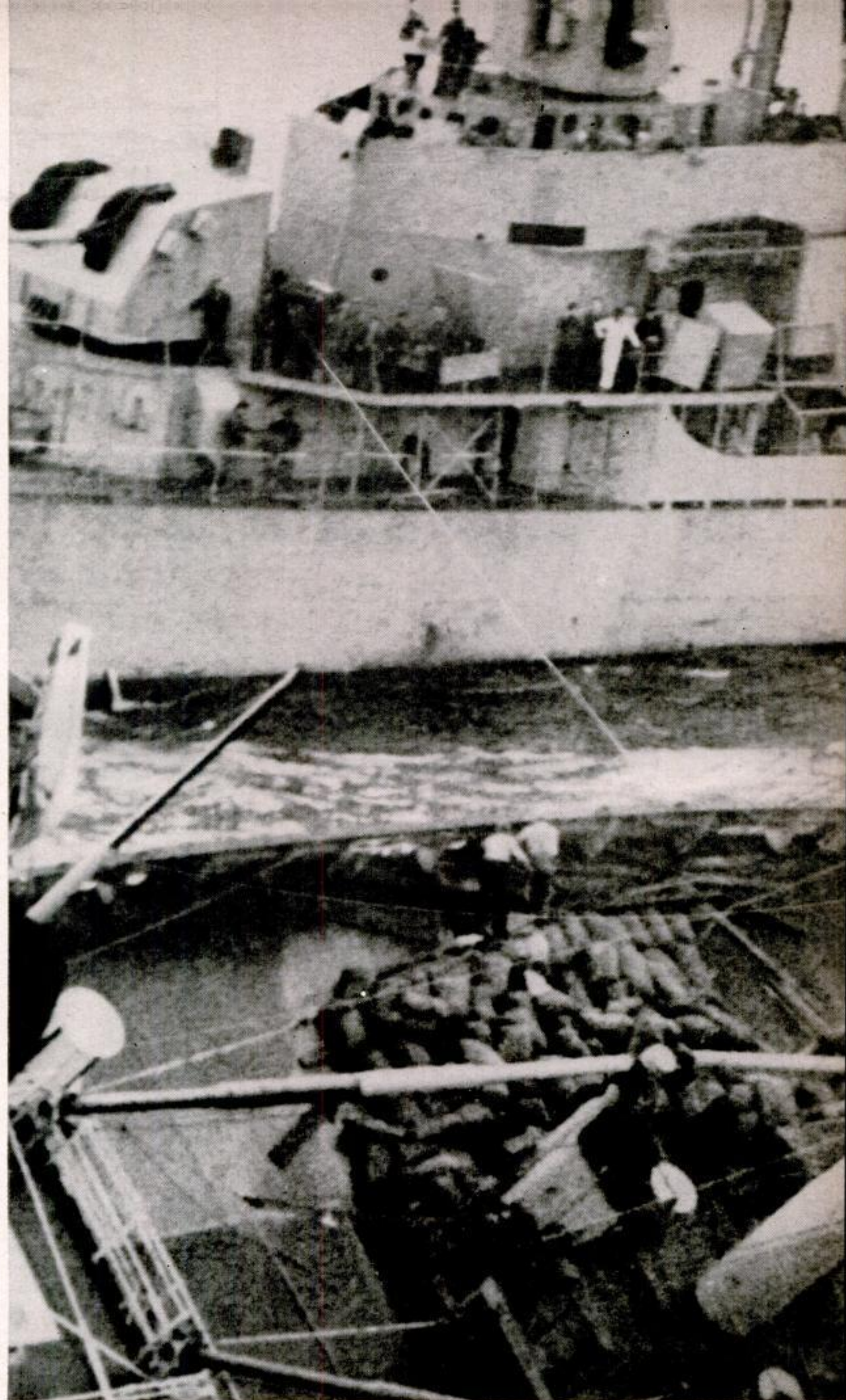
THEY RODE IT OUT WHILE THE LIST, DEEPENING SLOWLY FROM 60 DEGREES,

CLINGING AND CRAWLING, THE TWO MEN



GEOGRAPHY OF "ENTERPRISE" and progression of crises with which Captain Carlsen had to contend are shown in drawing. She was built in 1944. On her

last voyage she carried crew of 40, a passenger list of 10 and a job lot cargo ranging from pig iron to antique furniture with coffee and valuable violins in between.



ROLLED AS DEEP AS 80 BEFORE THE TUG'S TOWLINE PARTED ON JANUARY 9

LINE FROM "WILLARD KEITH" CARRIED FOOD TO VOLUNTEER CASTAWAYS

LED PERILOUS LIFE ON LOPSIDED SHIP

It was a weird, lopsided life that Carlsen led aboard his dying ship. Even after Dancy joined him the two had little to do and did even that on their hands and knees in supreme peril. With unplanned courage Dancy stepped aboard when the *Turmoil's* stern nearly touched the wallowing *Enterprise* and said, "Shake hands." Earlier Carlsen had huddled alone in the radio shack on the wave-beaten low port side, sticking by his radio. He slept four to six hours a night on a mattress jammed into the V-shaped nest formed by the tilted deck and the bulkhead.

Once he apologetically asked a destroyer to blow a morning whistle, "because I have no alarm clock here." He kept regular two-hour appointments at the battery-powered radio, maintained a log which futilely sank with the ship, and whiled away some of the lonely time rereading a book titled *The Seaman and the Law*. He was always wet and usually cold, but the diet improved when, after Dancy arrived, destroyers shot lines aboard and several times sent over sandwiches, steak and coffee. Later the two men found some beer and Rhine wine aboard.

Carlsen's greatest single danger came when a wave nearly washed him overboard while clearing away the broken towline. "I thought I had lost him," Dancy said. Incongruously they both worried over the press reception they were told was facing them when they reached port, if they did.



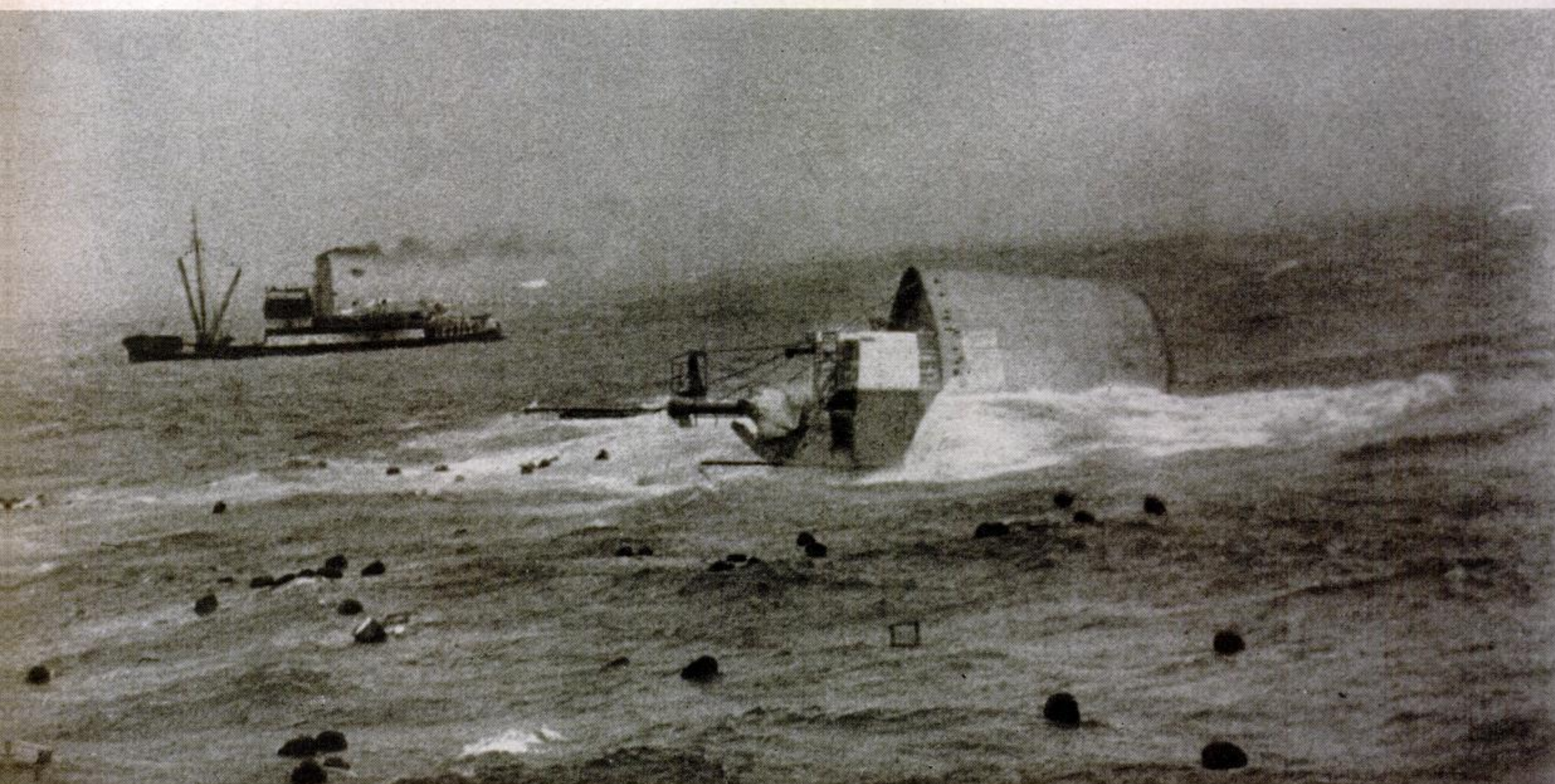
ONLY CASUALTY goes to grave in Cassville, N.J., behind Russian Orthodox priest. He was passenger Nikolai Bunjakovsky, Russian immigrating into U.S.

'SHE IS VERY BRAVE' AND FINALLY 'THE WORST MOMENT'



3:29 P.M. JAN. 10: "Enterprise flat on side," radioed Associated Press tug *Englishman*. Thirteen minutes earlier the Destroyer *Keith*'s radio had reported, "Carlsen and Dancy standing on starboard side of deck." Four minutes after that *Keith* said, "Flying Enterprise now taking water down stack." In the tense

moments that followed the *Keith* asked where Dancy should go after rescue. *Turmoil* snapped, "We don't care where he goes so long as he is safe." At 3:26 *Keith* said, "Carlsen and Dancy have jumped from the funnel." But it was 3:32 before *Turmoil* (background, above) knew they were safe and said, "We have got both."



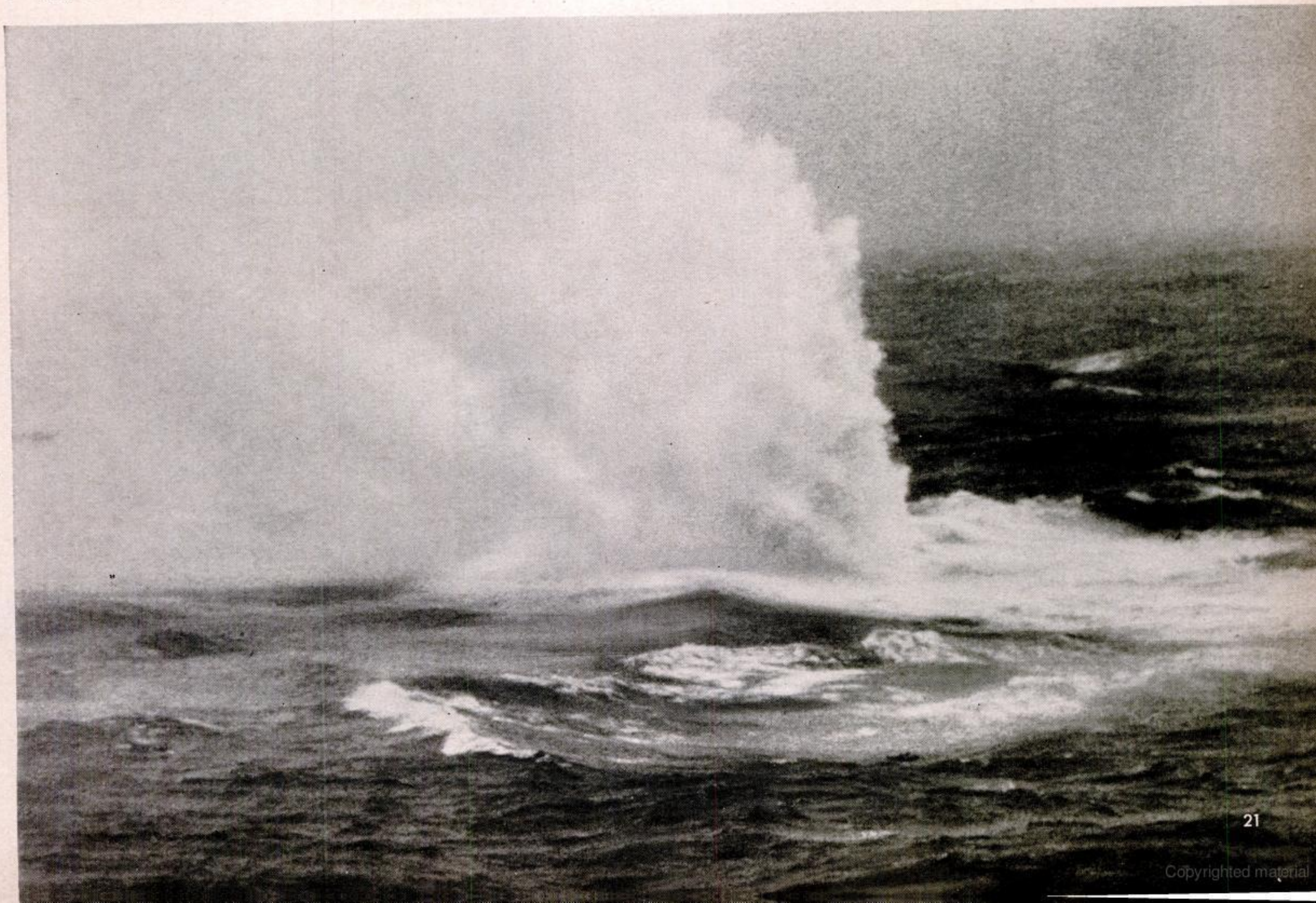
3:39 P.M.: "Flying Enterprise still afloat. Going down stern first," said *Turmoil*'s radio. The other ships, having heard of the men's rescue, wired "Congratulations," "Well done." "Both men," advised *Turmoil*, "are okay and are now in the captain's cabin changing their clothes." (Later each downed a tumbler of rum.)

Now the bow of the *Enterprise* was just beginning to rise. Heavy seas were washing over the doomed ship and the tug *Englishman* reported a "great mass of debris from the *Enterprise* deck." The *Turmoil* observed that the ship was "completely covered in water. Cargo floating everywhere. It's just a matter of waiting."



▲ **4:01 P.M.:** "Starboard bow just showing above waves. She is very brave. Keeps going down and coming up," reported *Turmoil*. Two minutes later *Keith* said, "*Enterprise* now 90% under water" and at 4:08 the *Englishman* said, "Bow of ship points almost straight into air and ship stands poised."

▼ **4:10 P.M.:** "All gone," reported the tug *Englishman* when the ship disappeared under upflung funeral spray. Carlsen, wrapped in blankets, was already standing on *Turmoil*'s deck, watching end of lost battle. Later he said the worst of all "was the moment the *Enterprise* disappeared below the sea."



THE EISENHOWER CAMPAIGN IS BORN

To provide the general with his 'clear-cut call to duty' his friends set out to win him the delegates

No sooner was the news of his declaration announced than a nationwide presidential campaign for Eisenhower (see cover) boomed into life. His statement that he was a Republican, that he awaited only a "clear-cut call to political duty" and his backers' assurance that he was in this fight as much as the law allowed worked like a starter's gun on the people's imagination. Because the Eisenhower movement came from the people rather than politicians, the first signs were amateur. San Diego marshalled a "Volunteers for Eisenhower," Harrisburg a "Mothers Club for Ike," New Hampshire a "Democrats for Eisenhower." Everywhere new clubs sprang into existence and Ike's Washington headquarters was besieged by calls from befuddled citizens who had thought they headed their local Ike club only to find there were several others in town. Overnight there were Ike buttons, banners, toys and slogans—

"I Like Ike," or "Aft with Taft." In the South many strung along with enthusiasm. Miami appointed a "Miss Florida-for-Eisenhower."

The press moved quickly too. In Alabama the *Montgomery Advertiser* came out for Ike—the first Republican it had backed in its 124 years. The independent *New York Times* already had its name on the list, as had the normally Democratic *Sun-Times* of Chicago. A survey of 35 papers showed 26 for Ike, nine for Taft. Onereader, spotting an omen, wrote the *New York Times* that while Stalin if literally translated meant "Steel," Eisenhower meant "Iron Chopper."

The practical politicians who, in most conventions, choose the candidate and might be expected to favor a known political quantity like Taft, were moving more cautiously. They were active behind scenes but remaining publicly noncommittal. Taft, told the news, still claimed more than half the delegates. Warren said Ike

was a good man. Truman was more talkative; he found in the news a chance for a few wily stabs at the general. One low blow (to Republicans) was that he said he was fond of Ike. He added that Ike must from now on expect plenty of rotten eggs and tomatoes. He said he had heard that Ike as a youth had worked for the Democrats, a story that was later disproved. And he let the reporters think he was comparing Ike to "Old Fuss'n Feathers" General Winfield Scott who was defeated by Franklin Pierce, a professional politician, in a mud-slinging campaign just 100 years ago.

So far Ike's name was only entered in New Hampshire's primaries, but there were still six months before convention. The campaign was launched and Ike's backers, Senators Lodge, Duff and Carlson, had a difficult job ahead: to translate into practical political strength the spontaneous enthusiasm he has aroused.

THE PROFESSIONALS GET TO WORK



LODGE TRIED but lost in Senate trial of strength. Taft forces helped Styles Bridges (right, with Taft and Lodge) get the job of minority leader.



IN NEW HAMPSHIRE Sherman Adams (left) and Robert Blood, present and past governors, open new office in Concord before the primaries.



IKE BACKER Golfer Bobby Jones (left), recently a Democrat, confers with Rep. Hugh Scott (Pa.), who is Eisenhower missionary in the South.



IKE DELEGATE, Senator James H. Duff (right), of Pennsylvania sits beside uncommitted delegates Gov. Fine, Committeewoman Murdock.

THE GIRLS GET THE PETITIONS SIGNED



ON COUNTER doctor signs up for Verna Olson of the Detroit Ike club.



ON BACK Verna offers, a workman signs petition. In basket are Ike pins.



IN BAR a voter signs up. Club was holding a signature-getting contest.



AT BARBER'S man signs petition as an Ike girl puts pin on his covering.



CAMPAIGN BEGAN WHEN SENATOR LODGE (REFLECTED IN MIRROR) MADE FIRST ANNOUNCEMENT THAT EISENHOWER WOULD ENTER NEW HAMPSHIRE PRIMARY

IKE SONG GETS NEW WORDS



THE SONG plugging Ike was written by Irving Berlin. It is from Broadway hit musical comedy *Call Me Madam* which has run since October 1950.



IN IKE ACT players representing a Republican congressman (left) and two Democratic Senators discuss the 1952 election. In the original lyrics the Republican sings, "They like Ike." Then one Democrat sings, "But Ike says he'll reject it."



NEW LYRICS made necessary by Ike's acceptance are handed by Berlin (right) to Arthur Vandenberg Jr. at rehearsal for New York rally. Song, revamped for occasion, now says, "Why even Harry Truman says: 'I like Ike.'"



IN SHOP Connie Taylor approaches three women. One in middle signed.



IN CAR Connie signs up man who said, "He'll make a good President."



ON STREET Marguerite O'Connor (foreground) corners Brink's guard.



THE WINNER of name contest was Marguerite, who got 70 in 90 minutes.

TWO AMATEURS TURN IN A PROFESSIONAL JOB



WORKERS FOR IKE, Charles Willis, 32 (left), flying service operator, and Stanley Rumbough, 31, metal products man, built a nationwide organization. From Hoboken office they help new Ike clubs, put out club manual used by 400.



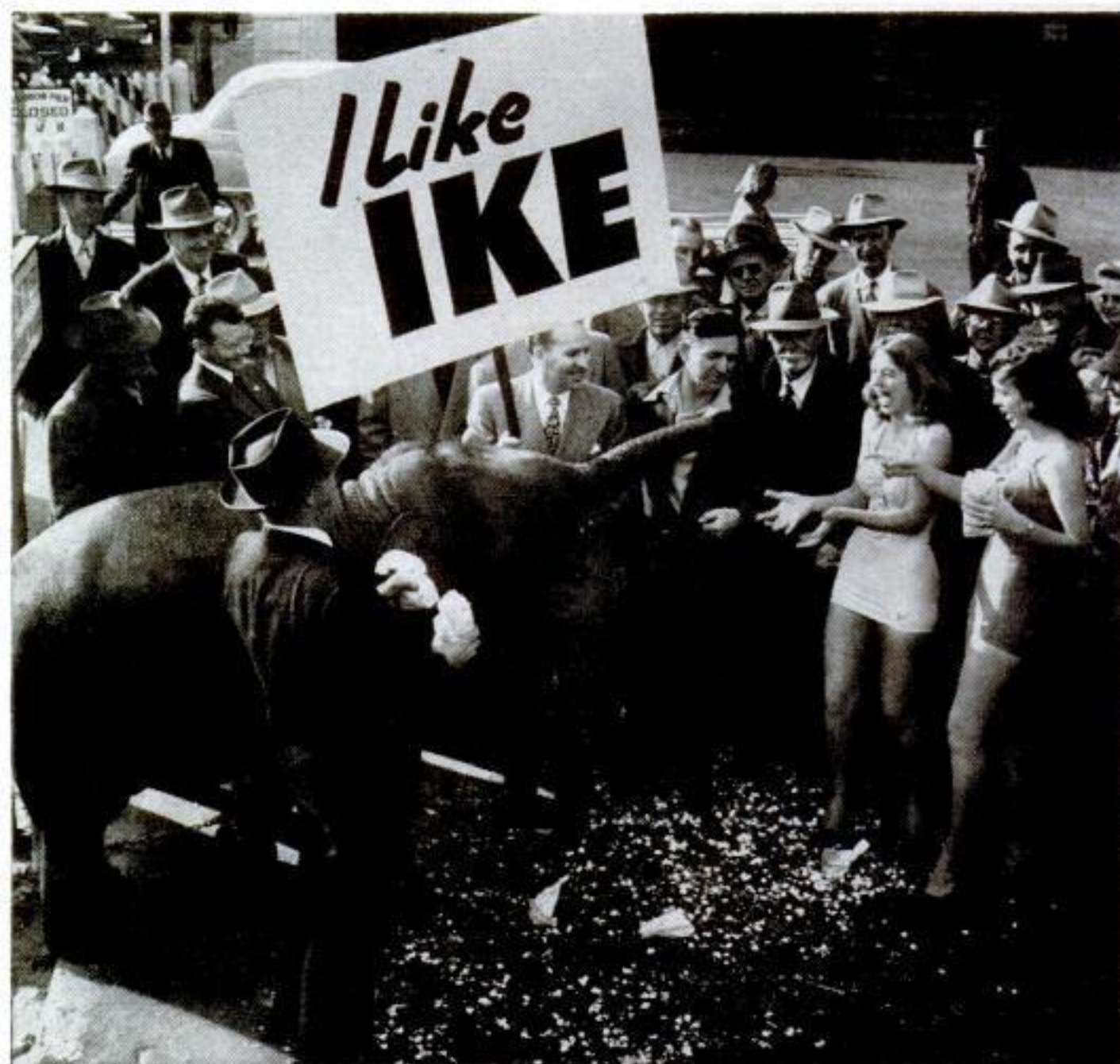
OUT ON THE JOB Willis and Rumbough discuss the new Eisenhower toy with Manufacturer David Marx who says he will sell it to Ike clubs at cost. They plan to advise the clubs. Toy is a small elephant which waddles slowly down a ramp.



IN LOS ANGELES Rumbough confers with ex-ECA head Paul Hoffman who is promoting Ike in California.



IN NEW YORK Rumbough talks to Arthur Vandenberg Jr., son of late senator, who will soon be the new leader.



AT LONG BEACH, CALIF. AN ELEPHANT-FOR-IKE SPILLS BAG OF POPCORN

HIS RETICENCE MAKES IT HARD

Not all of the Eisenhower boom was the spontaneous reaction of amateurs. Behind the scenes some solid work had been done. Good men, like Paul Hoffman, late of the ECA, were in the field working for him. Practical professional organizations were already set up like the Citizens for Eisenhower committee which goes into action in New York this week with a chairman chosen, Arthur Vandenberg Jr., son of the late senator. And some of the amateurs themselves had behaved like professionals. In New Jersey Charles Willis and Stanley Rumbough (left) were ready to hand the committee a smooth-working coordinating organization which they had built in four months, with \$4,000 of their own and half their time.

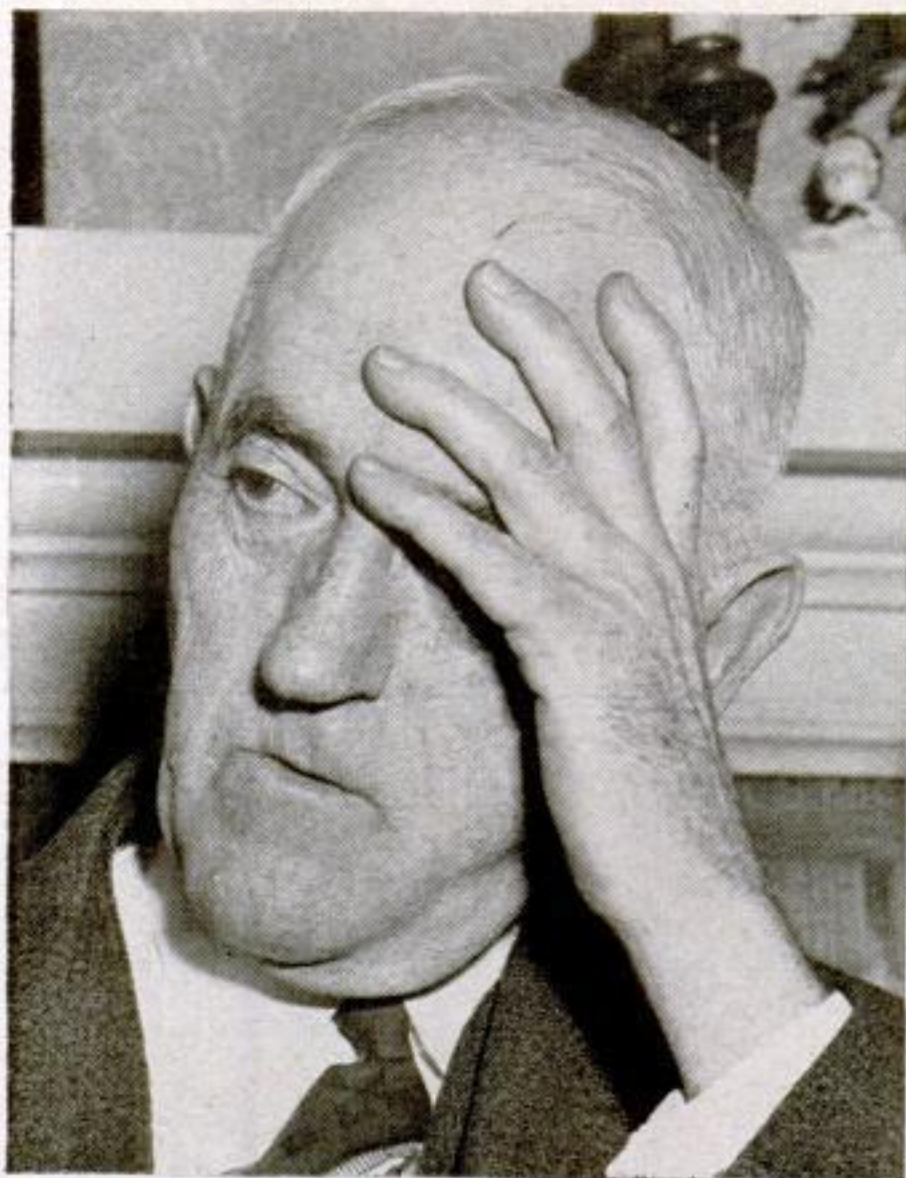
But while these machines set their wheels in motion, the general himself became more silent than ever, which made the job of his backers even harder. In his headquarters near Paris he went about his military and diplomatic assignments, permitting no reference to politics, leaning over backward to tend strictly to his duties as NATO's supreme commander.



DRAFT-IKE BOARD is set up in a tent in the courtyard of New York City's Hotel Marguery. This group, sponsored by Radioman Tex McCrary, calls itself "Youth For Eisenhower" and plans to start getting signatures and hold rallies.



LETTING POLITICS WAIT, SUPREME COMMANDER
HEADS FOR THE OUTDOORS DOWN A SHAPE HALL
IGNORING AN OVERCOAT HELD OUT BY HIS AIDE



HONOR REFUSED When Washington Traffic Consultant Halsey McGovern, 65, was asked to accept the Congressional Medal of Honor and the Silver Star awarded posthumously to his sons, Lieutenants Robert and Jerome, for bravery in Korea, he refused. President Truman, he said, was "unworthy to confer them." For the first time a Congressional Medal was turned down.



GUZIK UPHELD Before Kefauver's committee, Witness "Greasy Thumb" Guzik refused to answer questions "on grounds it may incriminate me," a phrase he learned "on the television." He was cited for contempt. At his trial the issue was not willfully bad behavior at the hearing but: would testimony have been self-incriminating? Yes, thought the judge and acquitted Guzik.

HIGH TO STAY DRY A winter→ tempest howling in the Bay of Biscay killed 16 persons along Spain's coast and sent the sea surging up into the fishing and resort town of San Sebastián. As a wave broke into one street, pedestrians scurried to keep dry. Three found a strained fingernail grip on a ledge and one scaled a lamppost. But the water rose only to ankle depth and less agile passersby escaped with soaked shoes.





D.C. MARSUPIALS Washington's social season got a marsupial fillip last week when the Australian Embassy gave a party for a pair of sibling kangaroos and a human Miss Kangaroo (real name: Loretta North, a Sydney model). Joey, the male and stronger of the beasts, was polite to John Spender, son of the ambassador (*top picture*) though the reception room was tactlessly decorated with a kangaroo-skin rug. But high living

brought his sister Matilda to bed with gastroenteritis. She received consoling visits from Joey and Miss Kangaroo. She (*bottom left*) looked better after dextrose injections (*bottom right*). Soon she will resume the tour of 29 American cities being subsidized by a film company, 20th Century-Fox (which by coincidence has just produced a movie epic called *Kangaroo*). Then she and Joey will find a home in the Washington zoo and Miss Kangaroo will go back to Sydney.

INDO-CHINA IS IN DANGER

General Jean de Lattre de Tassigny, who died in Paris last week, had been successfully fighting Communism in Indo-China, the most strategic active front in the whole free world. De Lattre was a great soldier, but it is not just because he is dead that our eyes should be on Indo-China.

Suppose you knew that, if a real truce were signed in Korea, the Chinese would invade Indo-China in force. Would you then favor a Korean truce? The question is tough but not so "iffy" as it may sound. From Ho Chi Minh's Communists the French recently captured a 75-mm cannon made in the U.S. in 1950. The Chinese had captured it in Korea and sent it over their new North-South railroad to Ho, along with a great increase of other Chinese and Russian supplies. These have enabled Ho to launch a new offensive. From China's standpoint the two wars are completely interdependent. This is the lesson General de Lattre preached over here last summer (LIFE, Sept. 24). It becomes more obvious every day.

If the Chinese openly invade Indo-China it should become a U.N. war. It should call forth just as complete an American commitment as did Korea (though not so localized). The few arguments *contra* are trivial alongside the strategic importance of Indo-China, on whose safety that of Burma, Siam, Malaya, even Indonesia and India depend.

It was certainly a relief last week to hear Anthony Eden call in advance for U.N. action against any Chinese aggression in

Southeast Asia. Those of us who have resented the long British appeasement of Mao Tse-tung can surely offer no less.

An overt invasion by Mao would be a simplifying cloudburst over Indo-China. We are perhaps likelier to get a continuation of the present dangerous drizzle, made worse by concealed Chinese infiltration. The Indo-China war, nearly five years old, has been bleeding France at the rate of about \$1 billion a year. It has cost France more than 31,000 dead, including officers equivalent to three whole St. Cyr classes; among these were the young sons of nine generals. It is a thoroughly unpopular war in France and is also a reason for French foot-dragging in NATO. Within the past fortnight the whole French press, including its most intelligent pro-American wing, has exploded with warnings that France cannot go on carrying this war alone.

The U.S. has been sending arms to Indo-China, but General Juin's mission, in Washington last week, says they are not arriving as per promised schedules and anyway arms may not be enough. General Juin and the Pentagon have been discussing further U.S. commitments—perhaps air and naval support. Whatever they have agreed on, we hope it will not fall short of three purposes: 1) to protect and continue the victories De Lattre began, 2) to convince the French they have our full moral support, 3) to give a clear notice to Stalin and Mao Tse-tung. It's all one war, and our war, whether the front be Europe, Korea or Indo-China.

LEGALIZED GAMBLING: A SUGGESTION

Costello, the professional gambler, was tried not for gambling but for contempt of Kefauver. Thousands of other professional gamblers have been curtailing their business, not because they are illegal in 47 states (nothing new about that) but because the federal government, which has no law against gambling, does have a new tax to hound them with. Senator Kefauver, who hates gamblers, opposed this tax because of its hypocrisy. Congress passed it for the supposed huge revenue, which is not materializing because the Feds are using it to suppress gambling instead. But nobody expects gambling to stay suppressed very long, or the ex-gamblers to upgrade their calling. In short, the Kefauver reform spell has given way to an uglier situation compounded of less gambling (temporarily), much more hypocrisy and the threat of worse crime.

So it's time for another look at an old proposition: if gambling is ineradicable, why not legalize it?

The arguments pro and con are scrambled and inconclusive. They are so inconclusive that some big state in which gambling is a problem, such as New York, New Jersey or Illinois, could do the country a service by a controlled experiment in legalized gambling. (Nevada is too freakish and wide open to prove much.) But before any state does this, its legislators ought at least to unscramble the arguments and decide what it is they are trying to do. Is the objective to *minimize* gambling, to *take advantage* of gambling or to *delouse* gambling? These are three quite different objectives, and the remedies are not the same.

If the objective is to minimize gambling, the best answer is to enforce the present laws. Sure, they are "unenforceable," but that is a relative matter. Present statutes, fortified by the hypocritical federal tax, make gambling about as difficult as it can be made. To argue that they do not minimize gambling is like arguing that Prohibition did not discourage drinking, which it did. But that was not the main issue that brought Repeal, and we doubt if it's the main issue about gambling.

To take advantage of gambling means to legalize it for tax purposes. The New York City Council, being hard up for new revenues, has asked Albany for a referendum that might permit a public numbers game.

As a tax source, however, gambling is nowhere as cushy or as dependable as many pro-legalizers suppose. Even Nevada gets only 7% of its revenues from this source, and depends on

federal grants for nearly a third of its income. Gambling is a large but parasitical industry; production is the only dependable source of real taxes. Lotteries are also a very regressive form of taxation, and there is undeniably a question of public morals involved. Justice Holmes's famous remark about taxes ("the price we pay for civilization") sounds terribly quaint nowadays. But whether we ever get back to civilized tax levels or not, there's one sure thing: you can't buy much civilization in a horse parlor.

That leaves only one reason—delousing—for an experiment in legalized gambling. Gambling is the link between corrupt cops and politicians on the one hand and the criminal underworld of violence, prostitution and dope on the other. Can this link be broken?

Opponents of legalized gambling say it would encourage the underworld, allow gangsters easier access to judges, etc. But this argument cuts both ways. As far as cops are concerned, it is asking too much of them to *disapprove* of horse-players and their trade. Cops and their friends like to place a bet themselves and many even have relatives in the business. When law and mores conflict as obviously as this, the mores always win.

The experiment in legalized gambling we have in mind would be confined mainly to off-track horse-playing. It would rest in the proposition that most bookies would rather be respectable than not. A licensed bookie, doing an open and policed business, would have far stronger reason to keep his distance from the criminal underworld than he has now. Why wouldn't he settle for a bookie's living and forego any ties with dope and crimes of violence? And the cops for their part would have less protection to sell.

These arguments are not conclusive, they may even be wrong; but they warrant a laboratory test. If New Jersey, say, were to try licensing its bookies and thoroughly policing them, the nation could watch with an attention which Nevada's feckless fairyland can't command. It would watch not only for a probable increase in gambling but also for better enforcement of more important laws and a fall in the gangster population. Until such an experiment is made, we're all arguing *in vacuo*. One of the beauties of our federal system is that states can perform social experiments without committing each other or the nation.

GRAND GOOD EATING

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WATCH THE FAMILY CHEER . . . WHILE
YOU SAVE TIME AND EFFORT!

Where will you find a main dish for lunch with so many advantages as soup? Everyone likes it...and it's jam-packed with all the delicious goodness of meats and vegetables. Ready in two shakes... and it's such a thrifty food, an outstanding value! There are so many Campbell's Soups to choose from—variety with a capital V! So give yourself and your family a break! Have soup for lunch!



SOUP, SANDWICH AND DESSERT

**Campbell's
Chicken Noodle Soup**

Pieces of plump, tender chicken and golden egg noodles . . . mingled in gleaming broth! An old Colonial favorite.

Toasted Cheese Sandwiches

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SOUP AND SANDWICH

Campbell's Vegetable Beef Soup

Tender pieces of beef . . . luscious vegetables . . . mingled in homey beef stock!

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Celery and Radishes



"My Soup Shelf is a WONDERFUL Help!"

"I try to keep several cans of the family favorites always on hand. That way, I'm ready for any meal-planning. And of course I'm never without Tomato Soup and Cream of Mushroom. They're great favorites with everyone . . . and I use them so much in my cooking!"





We plant and grow only the sweetest and juiciest kinds of strawberries!



All green, overripe or bruised strawberries are given the heave-ho by Birds Eye inspectors!

Every Birds Eye berry is washed in gallons of water to get it clean as a whistle!

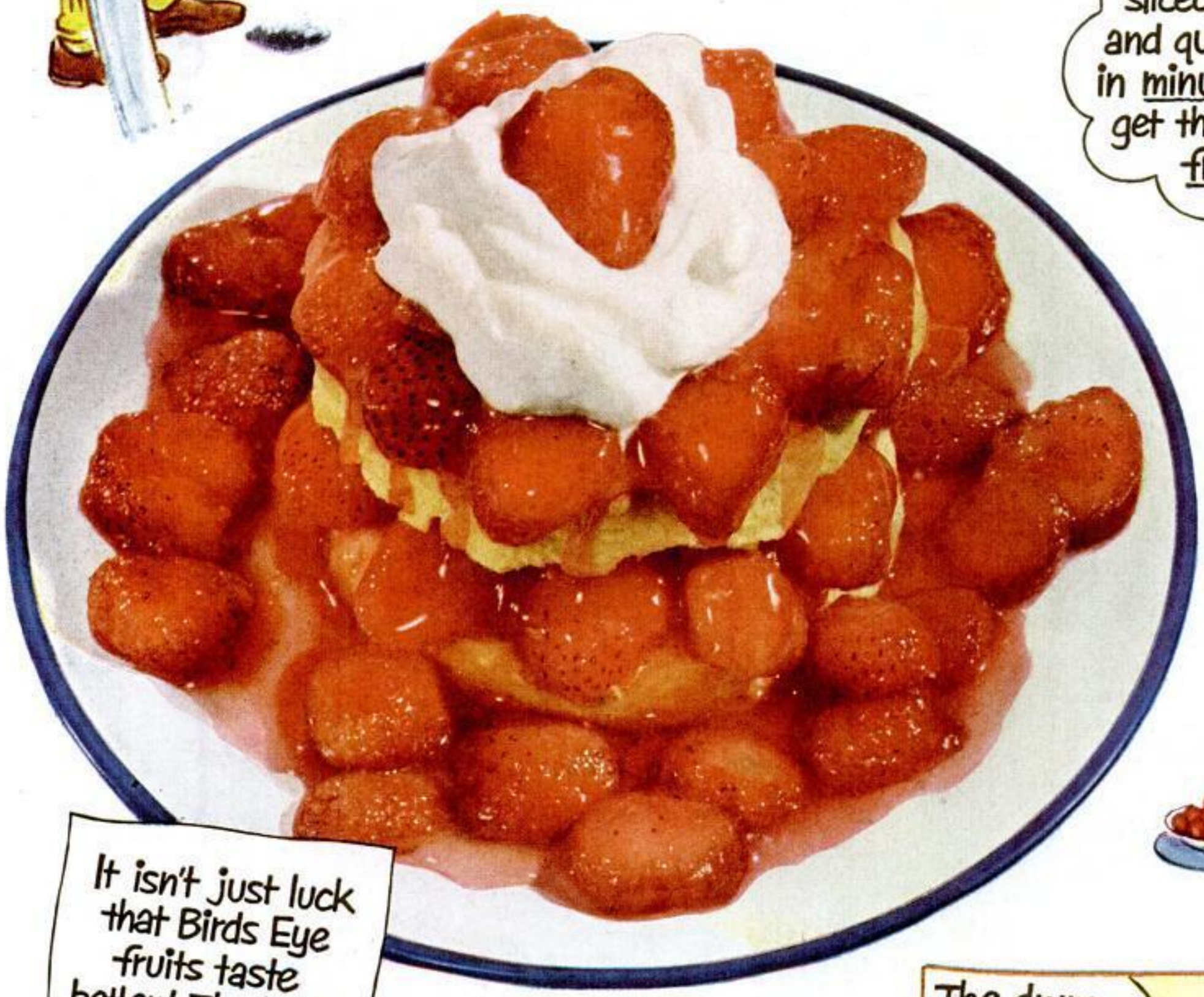


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One 12-ounce package serves three berry lovers beautifully!



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"Better Buy **BIRDS EYE!**"



See your Grocer's Ads for his **BIG VALUES** Strawberries Fordhook Lima Beans



The drumstick...the breast...the part you like best!

BIRDS EYE CHICKEN PARTS are wonderful!

BUY YOUR FAVORITE PART BY THE **BOXFUL**... Breasts, Thighs, Drumsticks, Wings, Livers, Gizzards.



HIS 45-MINUTE MESSAGE was read by the President to a polite but tepidly applauding joint session.

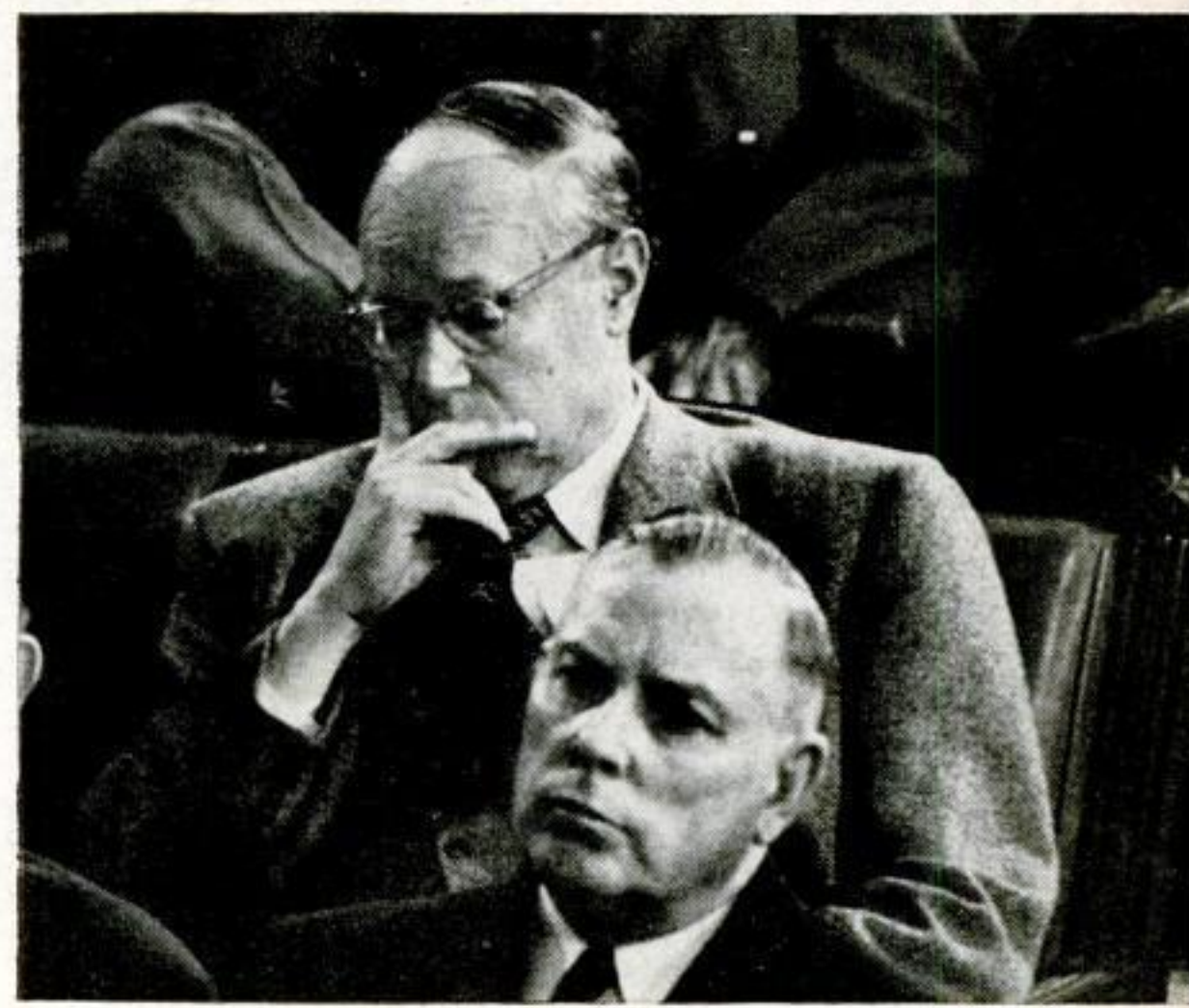
His Cabinet members are seated in the front row at right and Taft sits just behind them at far right.

TAFT HEARS TRUMAN (HO-HUM)

The President delivers his message to Congress—and to a rival

President Truman's annual message to Congress on the state of the nation covered so many topics that it came to be known among his speechwriters as "the laundry list." Last week, to a joint Congressional session and packed galleries that included Winston Churchill (*next page*), Harry Truman read his list. In comparison with some previous Truman messages to Congress this one seemed relatively nonbelligerent and conciliatory. It reported on the state not only of the U.S. but of the world, which "still walks in the shadow of another world war." It said there are many tasks ahead of Congress: more military and Point Four aid for democratic

countries, expansion of the Voice of America, better price stabilization laws, approval of Truman's reorganization plan for the Internal Revenue Bureau (sarcastic Republican applause). The President took political cognizance of 1952 as an election year by asking again for some cherished goals, which Congress is unlikely to let him reach: national health insurance and more rural electrification, more social security, statehood for Hawaii and Alaska. His auditors included Ohio Senator and avowed GOP Presidential Candidate Robert Taft, who sometimes listened with note-scribbling attention and sometimes, judging from several yawns, with ennui.



TAFT'S FACE reveals his reactions to speech; the yawn came as Truman said, "This is a time for courage." Foreground: Postmaster General Donaldson.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

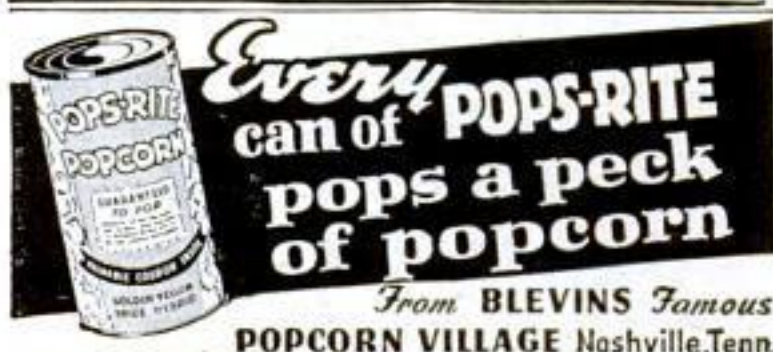
Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider for the brushless shaver—whether you shave daily or less often—means a comfortable, clean shave. And for the man who must shave twice a day, it's a life-saver! It keeps the skin silky-smooth because it's a shaving preparation that's good for the skin. So good that it makes after-shave lotions needless. All you need do is rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed with that healthy look of youth everybody admires.

As makers of fine shaving preparations for over 100 years, and as makers of the only shaving preparations containing EXTRACT OF LANOLIN, we know there's not a better brushless preparation on the market. Get a tube today and see for yourself! The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT



From BLEVINS Famous
POPCORN VILLAGE Nashville, Tenn.

check Skin Torment
For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 43¢ trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.



THIS SIMPLE PICTURE OF CHURCHILL IN A TRAIN . . .



SEATED FOR LUNCH WITH AN AIDE, CHURCHILL PERCEIVES GYMNASTICS OCCURRING OUTSIDE HIS TRAIN WINDOW

PRESS COVERS CHURCHILL ACROBATICALLY

However Washington may deserve its title as "the city of magnificent distances," it can be a tough place in which to get a close-up, as photographers covering the Churchill-Truman meetings last week can testify. This was illustrated when the British Prime Minister, after spending 10 consultative hours with the President, attended the joint session of Congress (below) to hear Truman's message to Congress, then was whisked to Union Station and a private car on the New York express. The photographers covering him followed as fast as they could, but when they tried to get through the station's press gate they found, to their pungently expressed indignation, that it was locked. When they finally reached the train, the Prime Minister obligingly came out on the platform to pose waving farewell, then

went back in for lunch in what he thought would be privacy. But the opportunity of shooting Churchill at lunch, relatively close up, was too good to miss, and the photographers standing below his car's windows instantly put into effect an unusual form of the camera art known as acrobatic photography. Churchill stared (above), grinned and then began a lunch he undoubtedly enjoyed. For his talks with Truman had shown that the U.S. and Britain are still in reassuringly close federation. They still disagreed on which infantry rifle should be standardized, on the nationality of the NATO naval commander and on recognition of Red China. But they were in agreement on such major points as U.S. bases in United Kingdom and joint retaliation in the event the Red Chinese attack anywhere.

PHOTOGRAPHER TRETICK ALWAYS LIKES TO LIVE DANGEROUSLY



STRADDLING A RAILING in the gallery 14 feet above the House floor, Stan Tretick of United Press-Acme pushes

past Mrs. Alben Barkley (behind him) to get a side view of Churchill, who is flanked by Mrs. Truman, Anthony Eden.

... WAS ACHIEVED WITH THE HELP OF A HUMAN PYRAMID



HIGH MEN ON A TOTEM POLE, Maurice Johnson of International News Photos is held up by fellow I.N.P. man

Al Muto (left) while Stan Tretick of United Press-Acme (see opposite page, below) is supported by John Rous of the A.P.

Bite's Out



NOW—
MORE
TOBACCO
IN EVERY
TIN!

Pleasure's In!

Prince Albert's choice tobacco is specially treated by the patented "No-Bite" process to insure against tongue bite! Rich tasting and mild — P.A.'s a favorite with pipe smokers as well as roll-your-owners!



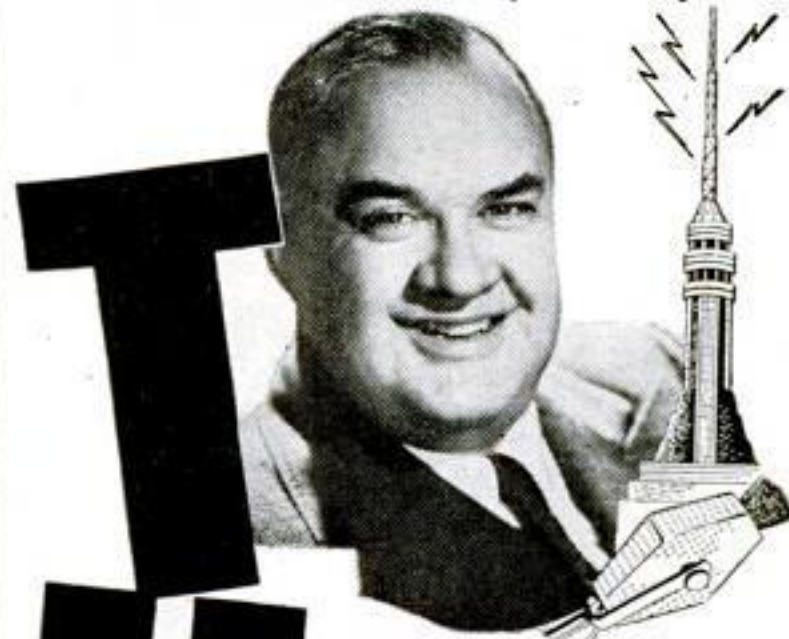
*Process Patented
July 30, 1907

More Men Smoke

Prince Albert

than any other tobacco

DON WILSON,
Famous radio-television personality



EATS
what he likes

**NO FEAR OF
ACID INDIGESTION
HEARTBURN**

Tums quickly neutralize excess stomach acids. Then gas, heartburn fade out fast. Tums are guaranteed to contain no soda. Cannot over-alkalize or irritate delicate stomach or intestinal lining. Enjoy fast, safe relief from distress of acid indigestion.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER



YOUNG AND OLD, FAMILIES AND FRIENDS CAME TO EXCAVATE. SOME OF THE HOLES WENT 12 FEET DEEP IN ONE DAY. SPECTATORS PAID 25¢ TO WATCH

DIGGER'S DELIGHT

Amateur archeologists rummage through an ancient Indian mound

Armed with shovels, trowels and kitchen spoons, hundreds of amateur archeologists turned out in Phoenix, Ariz. last month when an ancient Indian mound was opened to public digging. The mound, soon to be the site of a new \$400,000 hospital, had been studied by archeologists who believed it was once a granary for the Hohokam Indians who, more than 1,000 years ago, were among Arizona's first inhabitants. In an

effort to raise funds for the hospital, 10- by 20-foot claims were rented for \$1 on a finders-keepers basis. More than 300 staked claims, happily scooped axheads, bone bracelets, old pottery. In two days of digging, the Dons Club, sponsor of the project, took in \$600. Prize find was a child's burial plot, complete with a skeleton, which unfortunately disintegrated before it could be preserved in drugstore lacquer.



SUNDAY GLOVES proved no deterrent to Mrs. Baker, who stopped off after church.



BURIED BONES were found by Housewife Janice McLouth, who follows instructions by brushing dirt from delicate bones.



PROFITABLE CLAIM yielded the Lester Weilands assorted bowls and other artifacts.



Lullaby... copyright by New York Central!



What other travel can match the slumber comfort of a New York Central hotel-room-on-wheels? The soft, six-foot-plus bed. The air-conditioned climate you set to your liking.

What other travel provides such a prelude to sleep? A leisurely, freshly prepared dinner, at a real table. Refreshments and relaxation

in the lounge. A deep-down sense of security in *any* weather.

Yet, to these advantages of railroad travel, New York Central adds one more. For your dreamliner follows the Water Level Route, through gentle, low-level valleys all the way.

And on the level, you can sleep!

Your Best Foot's Forward when you step off in the heart of town. You've washed and dressed in the privacy of your room. Your clothes are smooth, your shoes gleam from the porter's brush. You're well groomed, well fed, well rested from your overnight vacation on New York Central!

New York Central

The Water Level Route—You Can Sleep





MT. WASHINGTON'S SNOW IS GILDED BY THE SUNSET. THE LINE AT LEFT, RUNNING UP TO THE LABORATORIES, IS A RAILROAD OPEN ONLY IN THE SUMMER

THE GOLDEN PEAK

Treacherous Mt. Washington sits serenely for a winter portrait

The top of Mt. Washington in New Hampshire seldom looks as serenely beautiful as it does here. The highest and windiest place in the northeastern U.S., it is usually completely shrouded in fog or swirling snow. But after many tries Aerial Photographer Laurence Lowry flew over in a clear winter sunset and took this unusual picture of the peak. Prevailing westerly winds, unobstructed in their sweep, frequently course

it at 100 miles an hour. In the past century 27 people have died on its slopes, mainly from overexposure. But scientists and sportsmen find Mt. Washington a useful place. The little cluster of buildings atop it houses a weather station and laboratories for testing arctic equipment and jet engines in icy conditions. Below the buildings lies Tuckerman's Ravine, the beginning of one of the finest ski slopes in the U.S.

Every last member of the family uses.. Royal..



*Watch Jeannie, family verse-hound,
She writes verse every day,
Likes the "Magic" Margin
Which sets so instant-lay.*

"Magic" Margin, the greatest type-writer improvement in years. Sets left and right margins automatically. Only Royal has it!

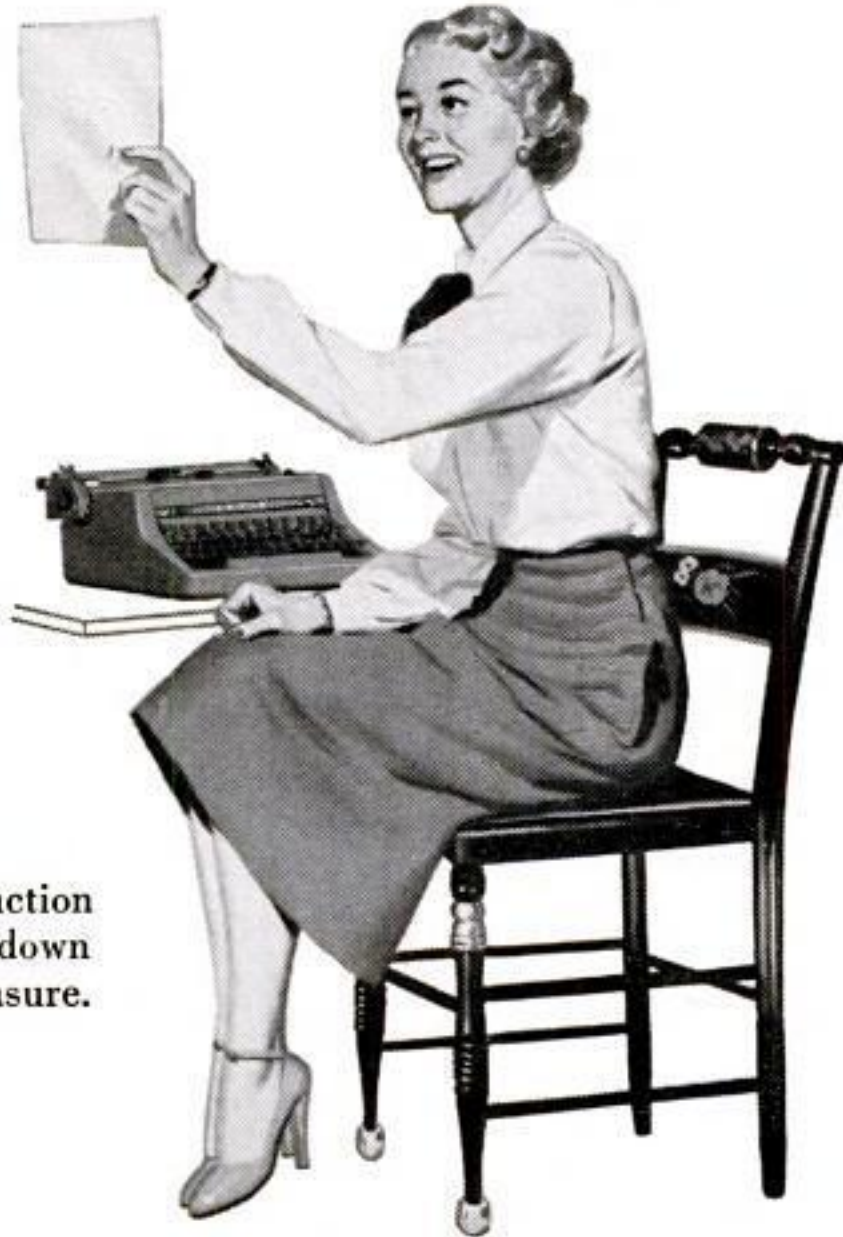
*Here's Kenny, family thinker,
Wants to write it down,
Royal's Speed-King Keyboard
Helps him go to town.*

Fingers move rabbit-quick on those nonglare, plastic keys. Royal is holder of World's Portable Speed Championship.



*Look at Mom write club notes,
Now no trouble at all,
Royal's High Speed Action
Is at her beck and call.*

Royal's High Speed Key action frees your mind. Helps cut down errors. Makes typing a pleasure.



*See Dad. He often travels,
Luggage must look slick,
So the Contour Case of Royal
Neatly turns the trick.*

The new, revolutionary Contour Case is a dream. A swell-looking job. When closing case, cover automatically centers carriage.



*And lastly, there's Aunt Susie,
Who wants a feather-touch,
"Touch Control" is part of Royal,
She likes it very much.*

"Touch Control" lets you tailor the touch to your requirements. Makes writing faster, easier.

See your local Royal Portable dealer today! Terms as low as \$1.25 a week. Ask about trade-in allowances. Royals come in two colors, gray or Royal Tan.



*Truly, the standard
typewriter in portable size*

ROYAL



"Magic" and "Touch Control" are registered trademarks of Royal Typewriter Company, Inc.

World's No.1 Portable



THE OLDTIME DOCTOR fought disease and ignorance and dirt all day—and then spent his nights on the deep-rutted country roads, going lickety-split to the patient, and at a drowsy jog on the way home.

TODAY'S PATIENT can be reached swiftly: the American Road brings the doctor to every door in the land.



 **THE AMERICAN**

The doctor if he had a

Hardly a soul went out at night in those times; the doctor was pretty lonesome jogging through the moonlit countryside. The roads were few and the road-signs were fewer. But everyone knew that travel was slow and difficult—that was one of the facts of life at the turn of the century.

So when the panting messenger rolled off the foam-flecked horse, the doctor's first question was: "How far?" The doctor had to decide whether to "touch harness," for a trip into the country meant horse-and-buggy travel. But he got there somehow, at a pace as high as seven miles an hour—for this was before Henry Ford.

The doctor's buggy carried a snow-shovel, a whip, and wire-cutters, so that he could clip a passage through snow-drifted farm fences. Often the doctor had "kitchen surgery" to do, using only a local anesthetic and depending on speed to take the place of sterility. Someone had to hold the kitchen lamp, someone who wouldn't faint easily—and the doctor most often chose a woman.

That was a hard cruel time, for sick people, for emergency cases. In the years before the automobile, many a life was needlessly lost. But in his little machine-shop in Detroit, Henry Ford was hard at work—and in a few years the famous Model T was gallantly jouncing to the rescue a thousand thousand times.

Today nearly every one of the 200,000 U. S. physicians uses the automobile and thousands of visiting nurses depend on the car. To be an American is to be within reach of the miracles of modern medicine. More than 28,000 motor ambulances stand ready to bring patients to our 6,430 hospitals.

There are 50 percent more hospitals now than at the turn of the century, and hospital bed-capacity has more than tripled. Almost

Ford Motor

FORD • LINCOLN • MERCURY CARS

ROAD—II 

came in time good horse

every automobile is an ambulance at some time, it seems, taking the doctor to you, or you to the doctor. This convenience is a margin of safety for each of us; it is one of the great contributions of the automobile to modern society.

The automobile brought about more and more roads, until today the American Road is 3,322,000 miles long, up and down and criss-cross the nation. All the people concerned with national health depend on that road—and on the automobiles which brought it into being.

Ford Motor Company believes that the American Road is more than miles of pavement and stopsigns and overpasses; we believe that it represents the endless American drive toward a free and happy tomorrow. We have faith that the American Road will carry us all triumphantly beyond the roadblocks of our time into a future of progress and peace.

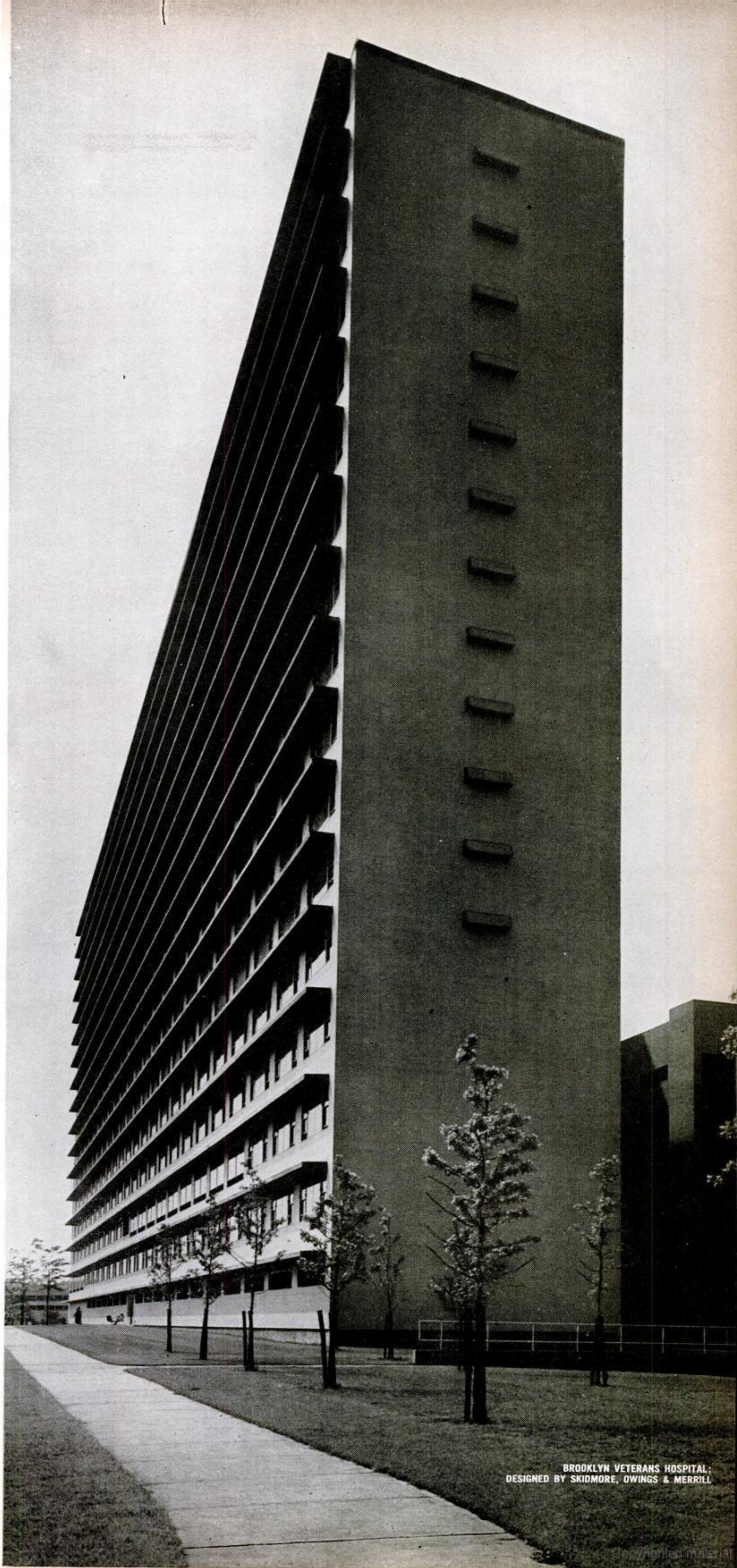


ABOVE ALL, the doctor brought the little black bag that was such frail armament against the dread scourges of that time—diphtheria, typhoid, smallpox and pneumonia.

SUPERMODERN HOSPITALS, such as this one in Brooklyn ► are designed for sunlight and stocked with wonder drugs.

Company

FORD TRUCKS AND TRACTORS



BROOKLYN VETERANS HOSPITAL
DESIGNED BY SKIDMORE, OWINGS & MERRILL

Dress for Sally

TODAY, as she had done at the beginning of every month for the past eight years, Dorothy Ellis sat at the old walnut secretary in her living room, arranged the mail in a neat stack at her left and proceeded with the recurrent task of paying her bills. She wrote the checks slowly and methodically and double-checked her balance after each. The milk, the telephone, the gas and light were soon accounted for.

Dorothy picked up the next bill and smiled. A dress for Sally. She had bought it for her daughter's sixteenth birthday—a wondrous party dress that had made Sally feel terribly grown up and ever so proud.

For a moment Dorothy Ellis thought back to the other bills she had paid for Sally in the past. A year or so ago they ran to things like bikes and dungarees . . . before that, to dolls and dancing lessons . . . and before that . . .

Before that, it occurred to her, she didn't pay the bills at all. That had always been Fred's job. He would sit here at this same

old secretary and stack the mail at his left and double-check the balance just as she did now . . .

In fact, that's exactly what he had been doing that evening back in the thirties when Tom Palmer stopped in at the house to talk about their life insurance. Fred had made some remark about the never-ending burden of paying bills, and in the discussion that followed Tom had said to her husband, "Be glad that you can pay them, Fred, because you have an income from your job to help you do it. But I'd feel a lot happier about you and Dorothy if she could be as sure of a steady income if she ever needed it." They had a long talk that night, and Fred took out some additional New York Life insurance as a result of it.

Yes, Dorothy thought, a great many letters and papers and documents of all kinds had been signed at this big walnut secretary. But, as it turned out, nothing so important to her whole future—and Sally's—had ever been done as the signing of that application that night . . .

She looked again at the bill for Sally's dress and wondered for a second what their lives might be like, or where they'd be, or what they might have had in store for them, if . . .

But then she decided that "ifs" never got you anywhere, anyhow, and so she proceeded to make out the check to the dress shop—and then double-checked the balance, just to make sure.

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

*For a second
she wondered what
their lives might
be like, if . . .*



THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.

f laming food

One of the most festive ways to entertain informally is also one of the most practical—the host or hostess cooking (or completing the cooking) at the table before the guests' eyes. Quick, hot, on-the-scene preparation improves the flavor of many good dishes, whets the appetite of the diners and adds drama to the occasion. On this and the following pages are 16 flaming foods and the recipes for them.

In France the chafing dish and alcohol stove, on which table cooking is traditionally done, are considered an essential

adjunct for restaurants and homes. In the U.S. they had a limited popularity until the '20s, being used primarily for such effete niceties as fudge and rarebit. Today chafing dishes, along with less expensive table-cooking utensils, are enjoying a renaissance. They have been put to honest work in maidless households to make or warm good solid fare which is often low cost but which gains party status in a chafing dish. Far from being difficult, this spectacular kind of cooking is simple and quick and there is no fire hazard if ordinary precautions are followed.

FLAMES come from peaches over copper alcohol stove (left), set afire with warm brandy; from beef collops on the dagger with lighted, alcohol-soaked ball of cotton at tip, and from charcoals in brass brazier (top right) over which the beef can be cooked.



CONTINUED ON NEXT PAGE

fire on the table



Here are eight main-course dishes, three desserts and two winter-time drinks flaming, cooking or keeping hot on the table. A diagram on the following page identifies each dish. Some, like the shrimp Newburgh (*second from left, foreground*) and the chipped beef in mushroom sauce (*right of the cabbage*), are cooking in chafing dishes. These are pans of copper, brass, silver, steel or aluminum



set in a three-legged tripod with an alcohol lamp below. They cost upward of \$20, depending on their metal and size, come with two pans, one for hot water. Other foods are cooking on less expensive table stoves. One is the sukiyaki (*second from bottom at left*). It is on an iron tripod with a canned heat unit below. Candles are also being used in the warming stands behind and to the right of the

sukiyaki. Other dishes are being finished at the table, such as the Swiss fondue, directly behind the cabbage which is on a French *réchaud*, a metal unit with an alcohol lamp. Much of the food is actually flaming, the duck (*foreground*), the *café diable*, the farmer's punch and the sundaes (*right*), and the crepes Suzette in left background. How to get flames is explained in recipes which follow.



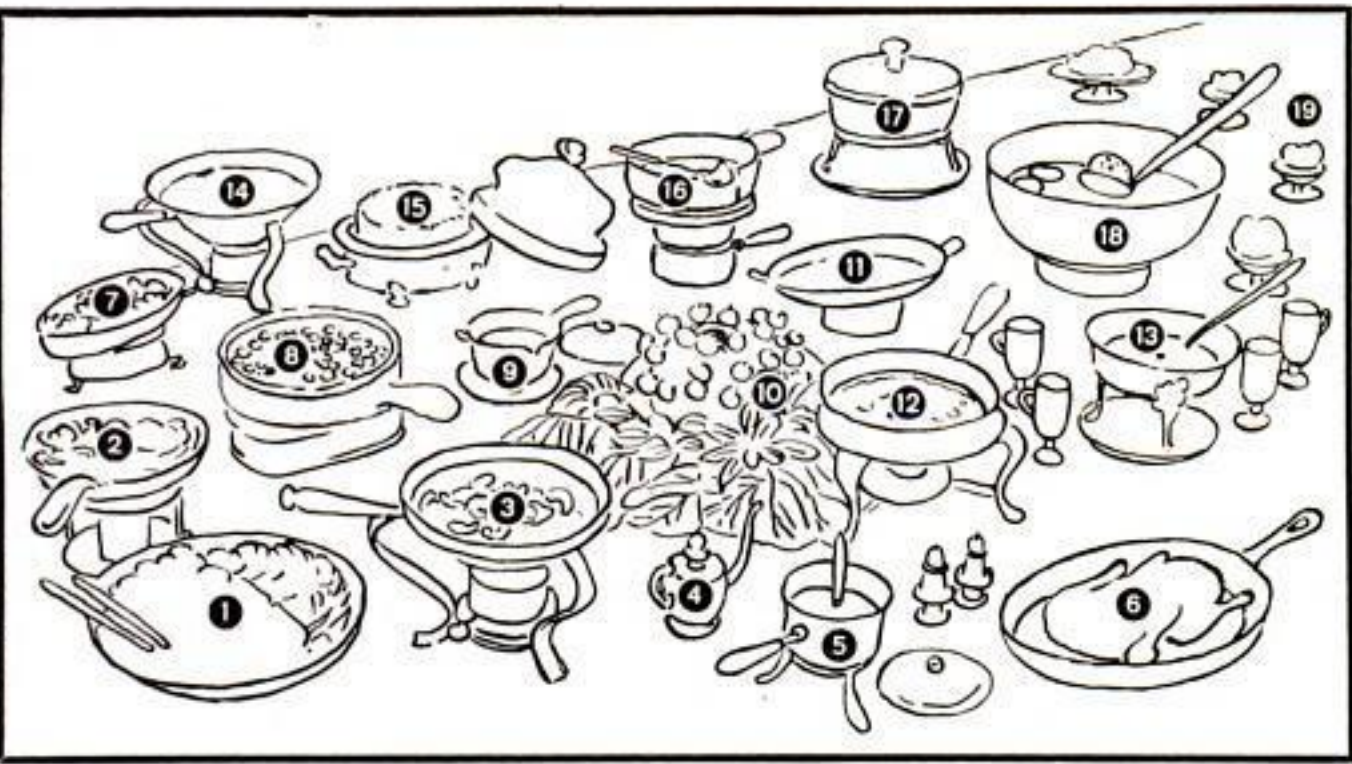
SMOOTH HARBOR



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.



FLAMING FOODS AND ACCESSORIES on preceding pages are identified in diagram above: 1—sukiyaki ingredients, 2—sukiyaki cooking in pan over canned heat, 3—shrimp Newburgh, 4—alcohol pitcher used for filling chafing-dish burners, 5—sauce for 6—flaming duck, 7—chicken with broccoli, 8—Mexican corn casserole, 9—barbecue sauce for 10—flaming cabbage with meatballs, 11—flaming kippers, 12—chipped beef in mushroom sauce, 13—café d'able, 14—crepes Suzette, 15—flaming fruitcake, 16—Swiss fondue, 17—casserole for warming rolls, 18—farmer's punch, 19—flaming sundaes.

RECIPES

The important thing in preparing flaming and sizzling recipes is to use flameproof dishes in which food can be cooked at the table or cooked in the kitchen and then kept hot at the table over candle warmers, alcohol lamps or canned heat. Foods that are actually set aflame burn brighter if the brandy or other liquor is warm, the food and serving dish hot. Recipes below and on the following pages serve four to six.

FLAMING BEEF COLLOPS

Have 2 pounds of beef cut into 1½ inch cubes. Place in bowl along with 2 thinly sliced onions, 1 clove garlic crushed, 1 cup claret or Burgundy wine, 2 tablespoons vinegar, ½ cup olive or salad oil, 2 teaspoons salt, ½ teaspoon pepper, a dash of cayenne pepper and ¼ teaspoon marjoram, rosemary or oregano. Let stand several hours or overnight. Put meat on skewers with whole mushroom caps, pieces of green pepper, whole small or large quartered tomatoes, and place a section of lemon or a whole small lemon at end of skewer. Broil slowly, brushing several times with marinating liquid. Bring to table aflame on skewers. To achieve flames, tie to the end of the skewer a piece of absorbent cotton which has been moistened with brandy or lemon extract.

FLAMING PEACHES

Flaming peaches can be made in any shallow heatproof dish; the flames are more spectacular when the pan has been thoroughly preheated. Use drained canned peaches and, for six peach halves, 4 to 6 tablespoons of brandy. Place peach halves split side down in a heated pan, pour half of brandy over them. Warm remaining brandy in ladle over a match or candle, ignite it, then spoon it over the peaches. This is safer than lighting a match directly to the pan. If pan is not hot to begin with, the brandy should be warmed before being added to peaches.

SUKIYAKI

This is an adaptation of the Japanese dish using readily available American ingredients. Arrange the following ingredients on a large plate:

- 2 pieces beef suet about 2 inches long, 1 inch wide
- 1 Bermuda onion, sliced
- 1 bunch of celery, chopped
- 2 6-oz. cans of sliced mushrooms, drained
- 1 pound of half-cooked spinach
- 2 cups of canned bean sprouts or sliced, half-cooked green beans
- 1 bunch spring onions, leaving 3 inches of their tops on
- ½ cup warm broth made with a chicken or beef bouillon cube
- 1 pound of round steak sliced thin or 12 quick-frozen chip steaks (count on serving 2 or even 3 to a person)
- ¼ cup soy sauce

CONTINUED ON NEXT PAGE

"Soaping" dulls hair—
Halo glorifies it!





Not a soap,
not an oily cream—
Halo cannot leave
dulling soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!



Wonderfully
mild and gentle
—does not dry
or irritate!



Removes
embarrassing
dandruff from both
hair and scalp!



Leaves hair
soft, manageable—
shining with colorful
natural highlights.
Halo glorifies your
hair the very first
time you use it.



HALO SHAMPOO
For Normal,
Oily or Dry Hair
COLGATE

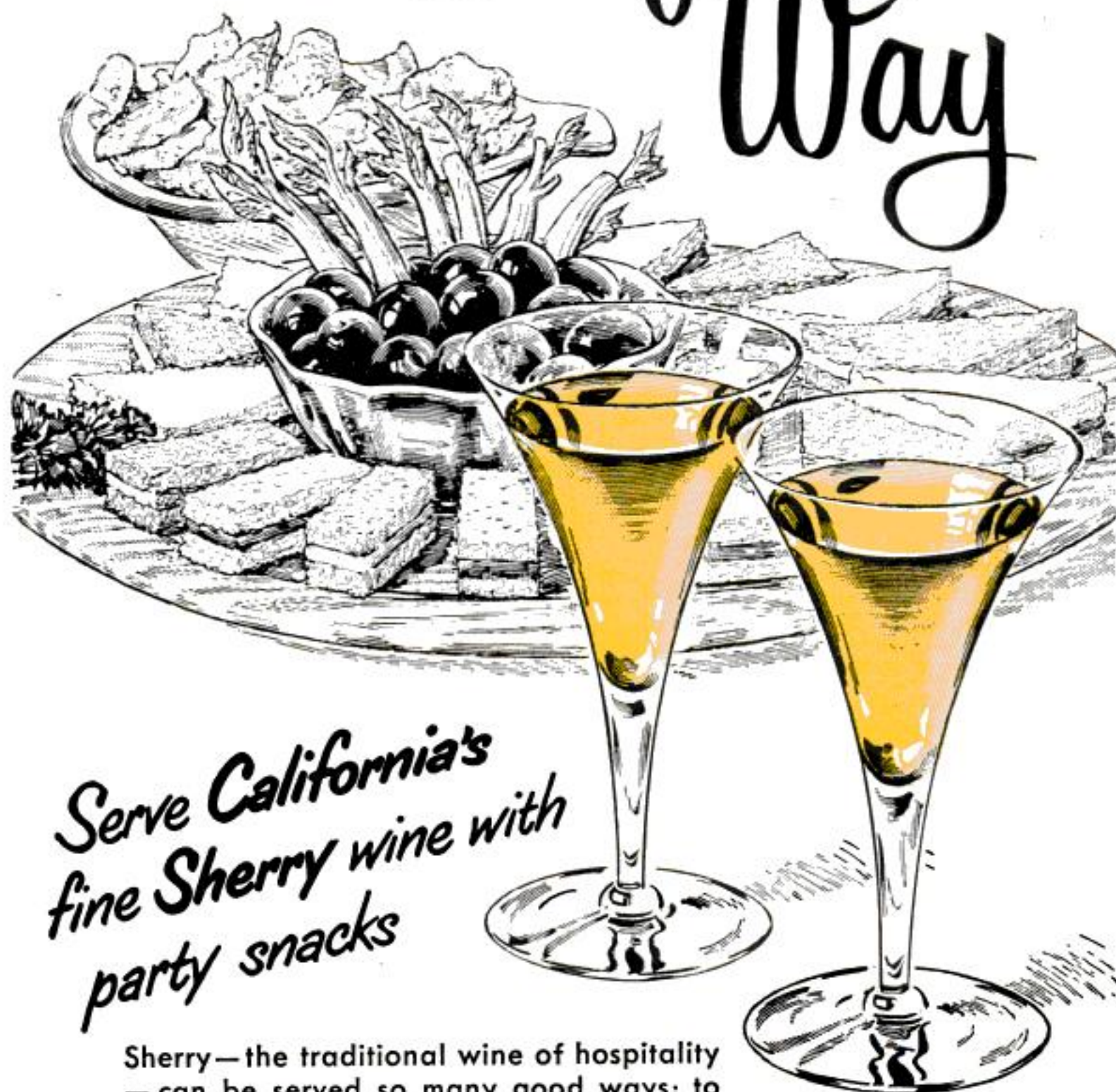
Halo reveals the hidden beauty of your hair!

The best of hosts don't fuss and fret
They entertain with ease
How do their parties sparkle?
The tips they give are these:



Serve quick and easy, simple things
But make them really shine
With bright and golden glasses
Of rich, good Sherry wine.

Good things come easy the California Way



Serve California's
fine Sherry wine with
party snacks

Sherry—the traditional wine of hospitality—can be served so many good ways: to add flavor to simple sandwiches, to sparkle appetizers and make any get-together brighter. And it's so easy. You just cool and pour. Try it—Sherry wine of California costs only a few cents a glass to serve.

When you are dining out, get acquainted with the world-famous wines of California. They are featured by leading restaurants and hotels everywhere. Among those to try are Sherry with your appetizers... California Burgundies, Clarets, Sauternes and Chablis with your dinner... or Port with dessert. Wine Advisory Board, San Francisco, California.

WINE ADDS TO GRACIOUS HOSPITALITY IN MILLIONS OF AMERICAN HOMES

FLAMING FOOD CONTINUED

Rub heated frying pan with suet and leave suet in the pan. Add the sliced onions; allow them to soften and begin to take on a pale golden color. Then add other vegetables. Cook only until vegetables are thoroughly heated, then add enough warm broth to cover bottom of pan. Push the vegetables to one side of the pan and cook the beef. Do not put beef into the pan all at once but add a little at a time. When beef has lost its red color, which should take only a few minutes, season sukiyaki with soy sauce and pepper. Cook 2 or 3 minutes longer. Serve from the cooking dish with rice.

SHRIMP NEWBURGH

One of the simplest and most reliable Newburgh recipes, this may also be used with lobster meat, crab meat, scallops, oysters, sweetbreads or brains. In a blazer (top pan of a chafing dish) heat 2 cups of cooked shrimp in 4 tablespoons of butter for 2 minutes. Add $\frac{1}{4}$ cup sherry. Cook this mixture for an additional minute. Into the pan stir $\frac{1}{2}$ cup heavy cream which has been mixed with 2 beaten egg yolks. Place the bottom pan of the chafing dish, full of hot water, under the blazer. Season the Newburgh with salt, a speck of cayenne pepper, $\frac{1}{2}$ teaspoon paprika and, if desired, a few grains of freshly grated nutmeg. Stir the Newburgh until the sauce thickens. Serve it on or with toast, rice or crackers.

FLAMING DUCK

Roast an unstuffed duck for 20 minutes in a hot (450° F.) oven. Season with salt and freshly ground black pepper. Reduce heat, roast in moderate (350° F.) oven, allowing 15 to 20 minutes more for each pound. Meanwhile fry 3 sliced carrots and 2 sliced onions in 3 tablespoons butter until onions are brown. Peel the rind from one large orange and cut into thin strips. Simmer the strips in a cup of water for 15 minutes. When the duck is done, remove from roasting pan. Drain off excess fat. To the gravy left in the pan add the browned carrots and onions, the cooked orange rind and its water, the juice of the orange and a half cup of red currant jelly. Heat this sauce until the jelly is melted, mixing well. If desired, add a little red wine to the gravy. Strain the sauce. A few of the orange strips may be added to the sauce as a garnish. Serve the sauce separately, very hot. Bring the roast duck to the table on a heated serving dish. Pour 1 cup slightly warmed brandy over it. Set afire. Keep spooning the blazing brandy over the duck so that the flavor penetrates. (Recipe is equally good for roast or broiled chicken.)

CHICKEN WITH BROCCOLI

To two cans (about 4 cups) of chicken fricassee add $\frac{1}{2}$ cup grated cheese, $\frac{1}{2}$ teaspoon curry powder, $\frac{1}{4}$ cup milk or cream. Heat thoroughly in casserole or chafing dish. Meanwhile cook broccoli and, when ready to serve, arrange around chicken. Keep hot at table over candle warmer.

MEXICAN CORN CASSEROLE

Cook 2 cups corn meal, 3 cups water, salt and pepper in a double boiler for 20 minutes or until batter is firm but able to be poured. Pour into oblong pan. Batter should be about $1\frac{1}{2}$ inches thick. Let batter cool, which takes about 2 hours—or can be overnight. Cut into 1 inch strips. Mix 1 pound ground beef, salt, pepper, 2 finely chopped cloves of garlic, 2 finely chopped onions, 2 cups water. Put beef mixture in pan with $\frac{1}{2}$ can creamed chicken soup, cook for 15 or 20 minutes. In bowl mix other half can of creamed chicken soup, $2\frac{1}{2}$ cups canned whole kernel corn, salt, pepper, 1 onion chopped fine, 1 clove garlic chopped fine, 2 dozen large pimento-filled olives sliced thin. Line bottom of 8-inch casserole with corn meal strips. Add the meat. Top with the corn and olive mix. Crown with strips of green pepper and additional olive slices. Cook uncovered in 450° F. oven for 2 hours, by which time juices should have simmered down. This can be cooked ahead of time, reheated before bringing to the table and kept warm at the table over candle warmer.

FLAMING CABBAGE WITH MEATBALLS

Turn back the outer leaves of a large cabbage. Out of its center scoop a hollow large enough to hold a container of canned heat. Cook small meatballs or heat canned cocktail sausages or shrimps. Place on toothpicks. Stick the free end of each toothpick into the cabbage. On a round tray set the cabbage complete with ignited canned heat, warmed meatballs, sausages or shrimps. Guests hold meatballs, sausages or shrimps over the canned heat, then dip them into a hot barbecue sauce.

RECIPE FOR BARBECUE SAUCE

Crush 2 cloves garlic with a teaspoon of salt, add to $\frac{1}{2}$ cup olive or salad oil $\frac{1}{2}$ cup red wine vinegar, $\frac{1}{2}$ cup water or broth made with a bouillon cube, $\frac{1}{2}$ cup tomato juice, $\frac{1}{4}$ medium sized onion finely chopped, $\frac{1}{2}$ green pepper finely chopped, $\frac{1}{2}$ teaspoon chili powder, $\frac{1}{2}$ teaspoon cumin seed, 2 or 3 drops of Tabasco sauce or a few grains of cayenne pepper. Simmer for 15 minutes. If possible, use the dish in which sauce will be served. Serve very hot.

CONTINUED ON PAGE 48

COLUMBIA
PICTURES
presents
STANLEY
KRAMER'S
production of

Death of a Salesman

STARRING

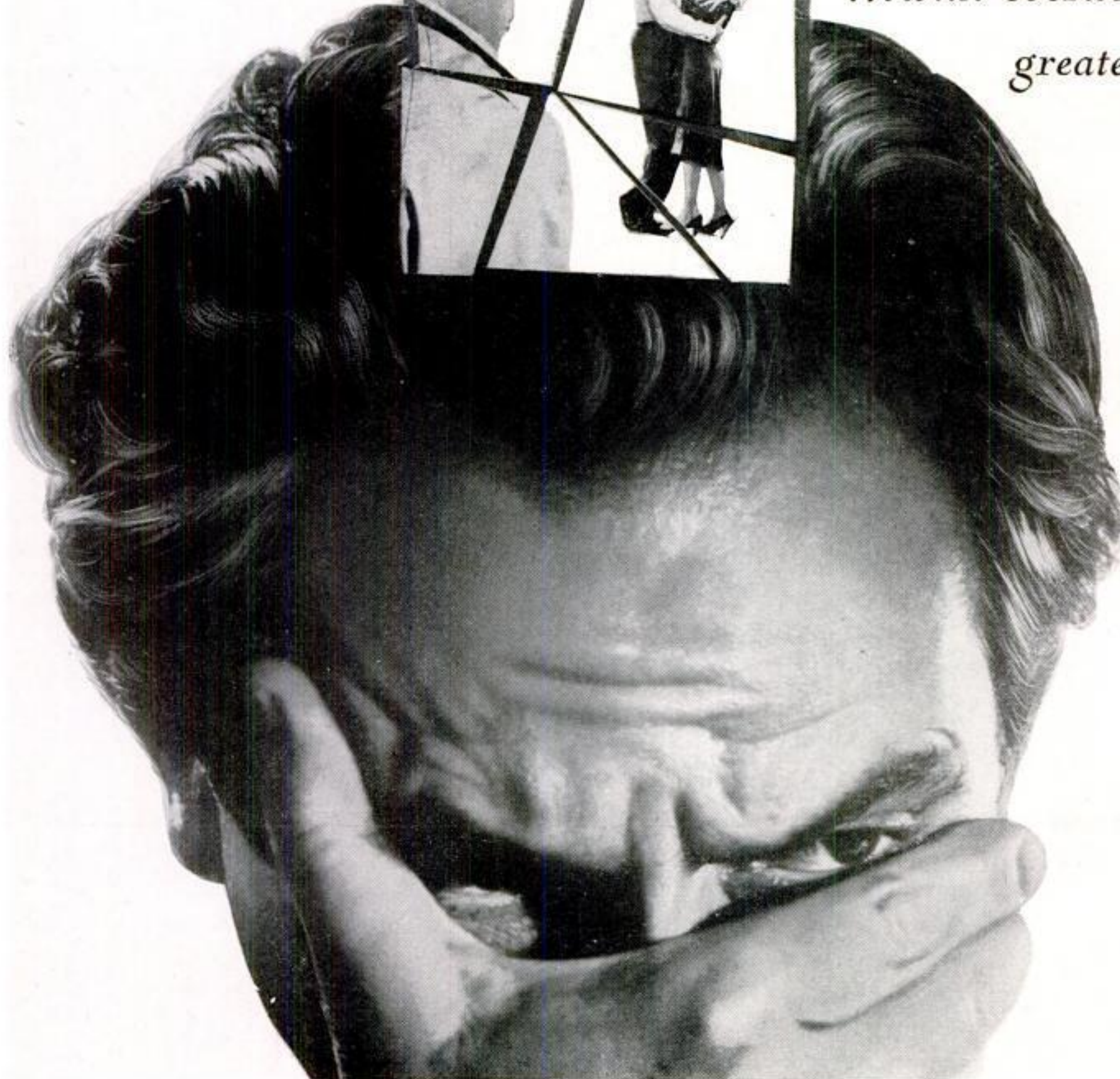
**Fredric
March**

with
Mildred Dunnock · Kevin McCarthy
Cameron Mitchell · Howard Smith
Screen Play by STANLEY ROBERTS
Based upon the Play by ARTHUR MILLER
...as produced on the stage by
Kermit Bloomgarden and Walter Fried
Directed by LASLO BENEDEK

one mistake.....



*seen by his son...unleashes
...with overwhelming power...the
greatest drama of our day!*



*Winner Pulitzer Prize—
Critics Circle Award—
and Worldwide Honors*

FLAMING KIPPERS

Drain canned kippers or use packaged smoked kippers. Lightly sauté the kippers on both sides in butter in chafing dish or in a shallow pan on the kitchen stove. Sprinkle with lemon juice and freshly ground pepper. Half cover kippers with slightly warmed rum or bourbon. Set ablaze at table and baste the kippers with the burning liquor.

CHIPPED BEEF IN MUSHROOM SAUCE

Soak $\frac{1}{4}$ pound dried chipped beef in hot water for at least 10 minutes to remove some of the salt. Drain. Place in a chafing dish with one can condensed cream of mushroom soup, $\frac{1}{4}$ cups milk, a bit of freshly ground black pepper. For a brown sauce, add $\frac{1}{2}$ teaspoon Kitchen Bouquet. Heat slowly. Garnish with 4 tablespoons toasted almonds and a few additional shreds of unheated beef. Serve on rice or toast.

CAFE DIABLE

In a chafing dish or *café diable* pan place $\frac{1}{4}$ cup brandy along with thin outer peel of $\frac{1}{2}$ orange, thin outer peel of $\frac{1}{2}$ lemon, 6 lumps of sugar, 4 cloves, a stick of cinnamon. Heat but do not boil until the sugar is dissolved. Heat bowl of a ladle over match or candle flame. Dip up a little of the mixture. Place a sugar lump in the ladle and set fire to it. Lower the blazing contents into the mixture which will then blaze up. While it is still blazing, slowly pour in 2 measuring cups (one pint) of very hot, strong black coffee. When the flames die down, ladle into after-dinner coffee cups.

CREPES SUZETTE

Crepes Suzette may be bought in cans or jars complete with sauce. In this case, all that is necessary is to heat the crepes in a flat and shallow crepes Suzette pan or chafing dish and at the last minute pour on $\frac{1}{2}$ cup brandy. Set ablaze and serve 2 or 3 to a person while still blazing.

FLAMING FRUITCAKE

Buy fruitcake with hollow center. Heat cake in pan over boiling water. Fit custard cup in hollow. (If cup is too large scoop out cake.) Pour warmed brandy into cup. Bring cake to table, set fire to brandy and dip flaming brandy over each piece of cake as it is cut and served.

SWISS FONDUE

Shake 3 tablespoons of flour and 4 cups (1 pound) shredded Swiss cheese in a paper bag until cheese is coated with flour. Rub earthenware casserole or a chafing-dish pan with a cut clove of garlic. Pour in 2 cups dry white table wine and set over a slow fire. When the wine is hot (bubbles rise to the surface), but not boiling, stir a handful at a time of the cheese into the wine with a fork. Each batch of cheese should be thoroughly melted and incorporated before more is added. Keep stirring until the mixture starts bubbling. Season with a little salt, freshly ground black pepper, and a few grains of nutmeg if desired. A jigger (about 3 tablespoons) of brandy or kirschwasser may be added at this point. (Taste the fondue first; many people find it sharp enough without more liquor.) This part of the fondue making may be done in the kitchen or on the table; it takes about half an hour. When it comes time to serve the fondue, have just enough heat under the dish to keep it bubbling lightly. Give guests quartered rounds of French bread. Each guest dips his bread into the pot.

FARMER'S PUNCH

Stud 2 oranges with whole cloves and roast over the fire or in the oven till they begin to brown and are softened. Place one of the oranges into a pan with 1 bottle port wine, 1 tablespoon honey. Simmer very gently 10 to 15 minutes but do not boil. To serve, pour into a heated bowl. Set the second roasted orange in a ladle. Pour on $\frac{1}{2}$ cup warmed brandy and set fire to the brandy. Then lower the blazing orange into the hot wine and serve the drink in heated mugs. Punch may be garnished with slices of an uncooked orange.

FLAMING SUNDAES

Almost any ice cream sundae may be served aflame. Decorate and garnish the sundae with walnuts, whole or chopped, chocolate sauce, maraschino cherries or fruits as preferred. Place a marshmallow on top of the sundae and into the marshmallow press a lump of sugar which has been dipped for a second into lemon extract. Set fire to the sugar lump which will in turn toast the marshmallow.



"I'm a week-end handy-man... and when I've been doing house repairs, or working on the car, or gardening, Boraxo does a quick and thorough clean-up job on my hands."

"I'm also a week-end sportsman... and a can of Boraxo goes with me on my trips. It's the easiest and quickest way to clean hands clean—even gets rid of fish odors!"

there goes the DIRT... fast!

To get hands cleaner *quicker* reach for the Boraxo can! Ground-in dirt vanishes in seconds! You don't have to scrub... Boraxo is as easy on your hands as fine toilet soap. It gets youngsters' dirty hands and knees really clean quickly—and it saves on towels, too! Buy the regular or money-saving one-pound can.

BORAXO
CLEANS *dirty* HANDS

BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



Mother likes Boraxo after heavy household chores... and for the youngsters... because it's thorough yet gentle and mild!



So easy to use... just wet your hands... pour on fast-working Boraxo... no hard rubbing necessary.



In seconds creamy Boraxo gets knuckles—even nails—really clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

Like the neighborhood skating party...

MAXWELL HOUSE COFFEE IS AN AMERICAN TRADITION

Like the tingling excitement of winter's first skating party... the fun and freedom of gliding over an icy pond on winged feet... Maxwell House Coffee has become a traditional part of our American life. This is a nation of coffee lovers, and Maxwell House is its favorite brand—preferred above *all* others for its “Good to the Last Drop” flavor. This one wonderful coffee has brought heartwarming good cheer into the daily lives of millions. No wonder the famous cup-and-drop is known as the sign of good coffee *wherever* you go.



A Product of General Foods



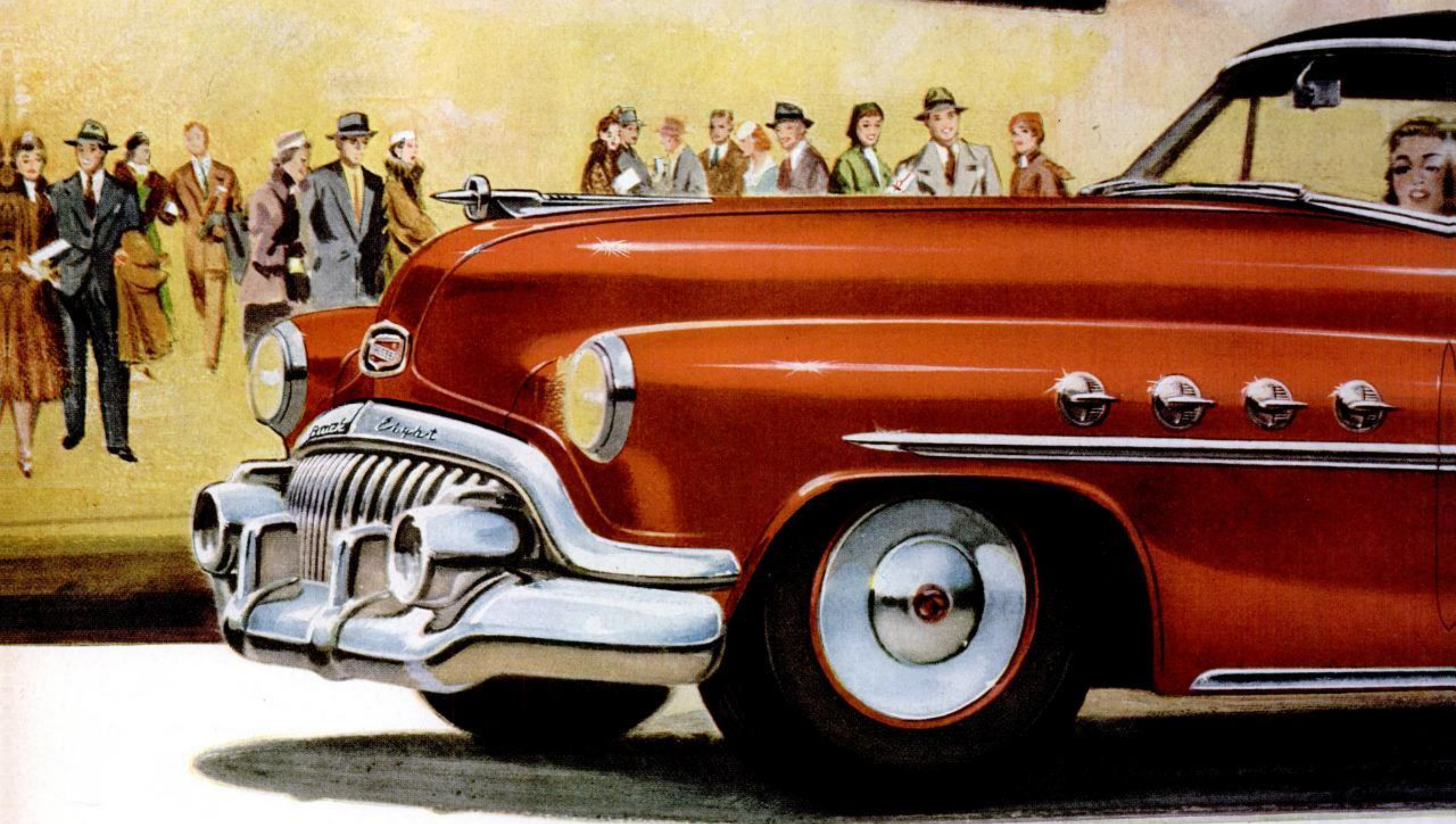
Everybody knows

the Sign of Good Coffee . . .



. . . the one coffee with that Good to the Last Drop flavor!

SURE IS TRUE FOR '52
WHEN BETTER AUTOMOBILES ARE BUILT
BUICK
WILL BUILD THEM



"We did it Again!"

That's the jubilant news that comes from Flint to every Buick dealer —and here we pass the thrilling story on to you. It sure is true for '52 that better automobiles are being built—and Buick is building them. Read the good word and you'll agree.



LET'S pare this down to plain statements of fact and let them speak for themselves:

The dynamic darling pictured here is the 1952 ROADMASTER.

It has the *mightiest engine* in Buick history.

It has the *biggest brakes* of any postwar Buick.

It is the *quietest car* that Buick ever built.

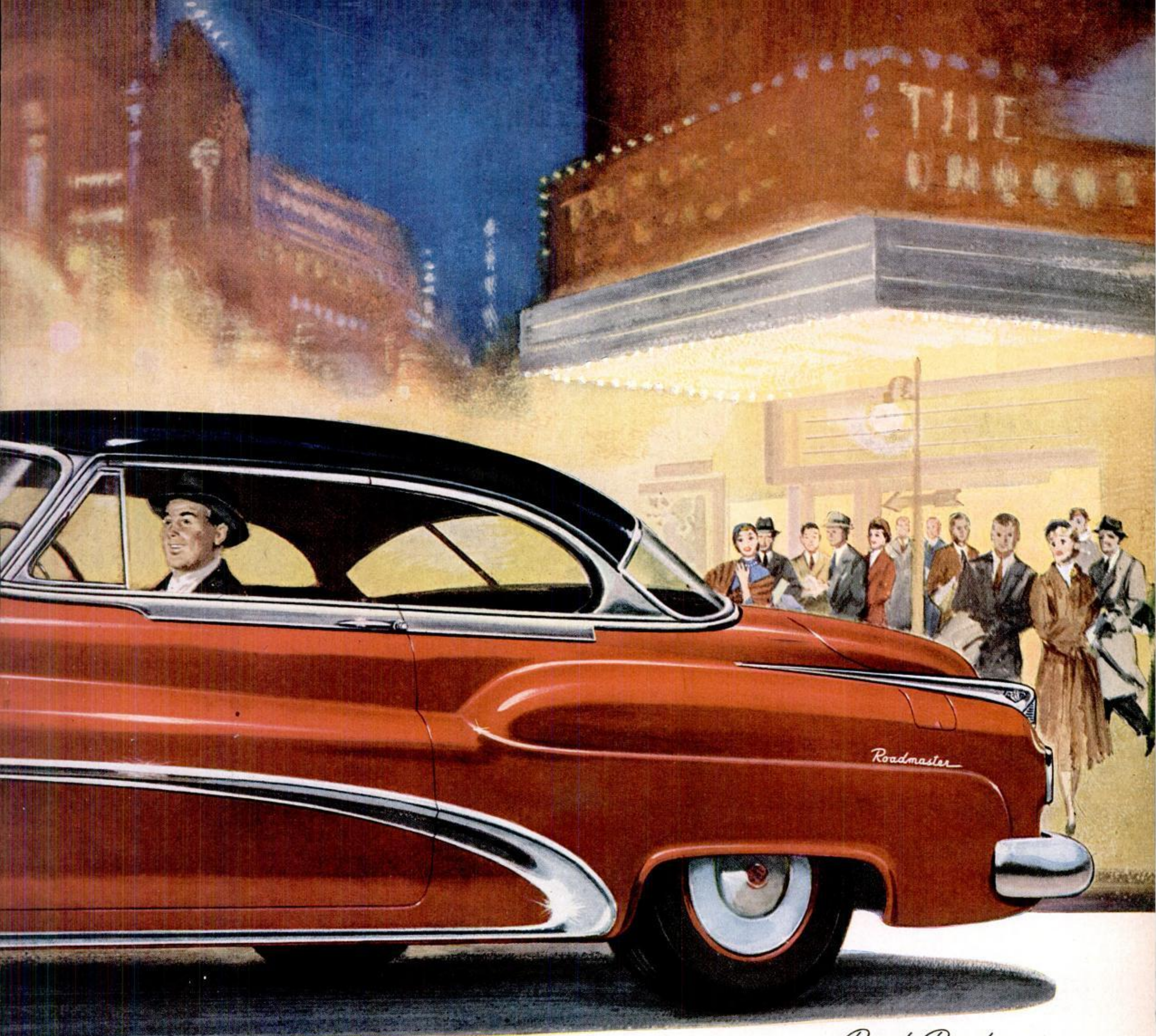
It has the *richest fabrics* and *smartest tailoring* that ever graced a Buick's interior.

It has the *greatest trunk space* since spare tires moved off the front fenders.

It has the *most superb ride* in Buick history.

First showing Jan

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Buick Roadmaster

It has the *finest carburetor* that Buick research has ever devised.

And with all its new power, it delivers *more miles per gallon*. But that is not all.

For those who wish it, there is a brand-new version of *power steering* that works like a helping hand—gives you the same sure feel of control you have always known in straightaway driving—takes less than one-fifth the effort needed to turn ordinary wheel standing at curbside.

We're putting our best foot forward when we talk ADMASTER.

find a host of notable features in SUPERS and



SPECIALS too—plenty to make them, as always, the standout buys in their fields—for ride, for comfort, for style, for room, and for power.

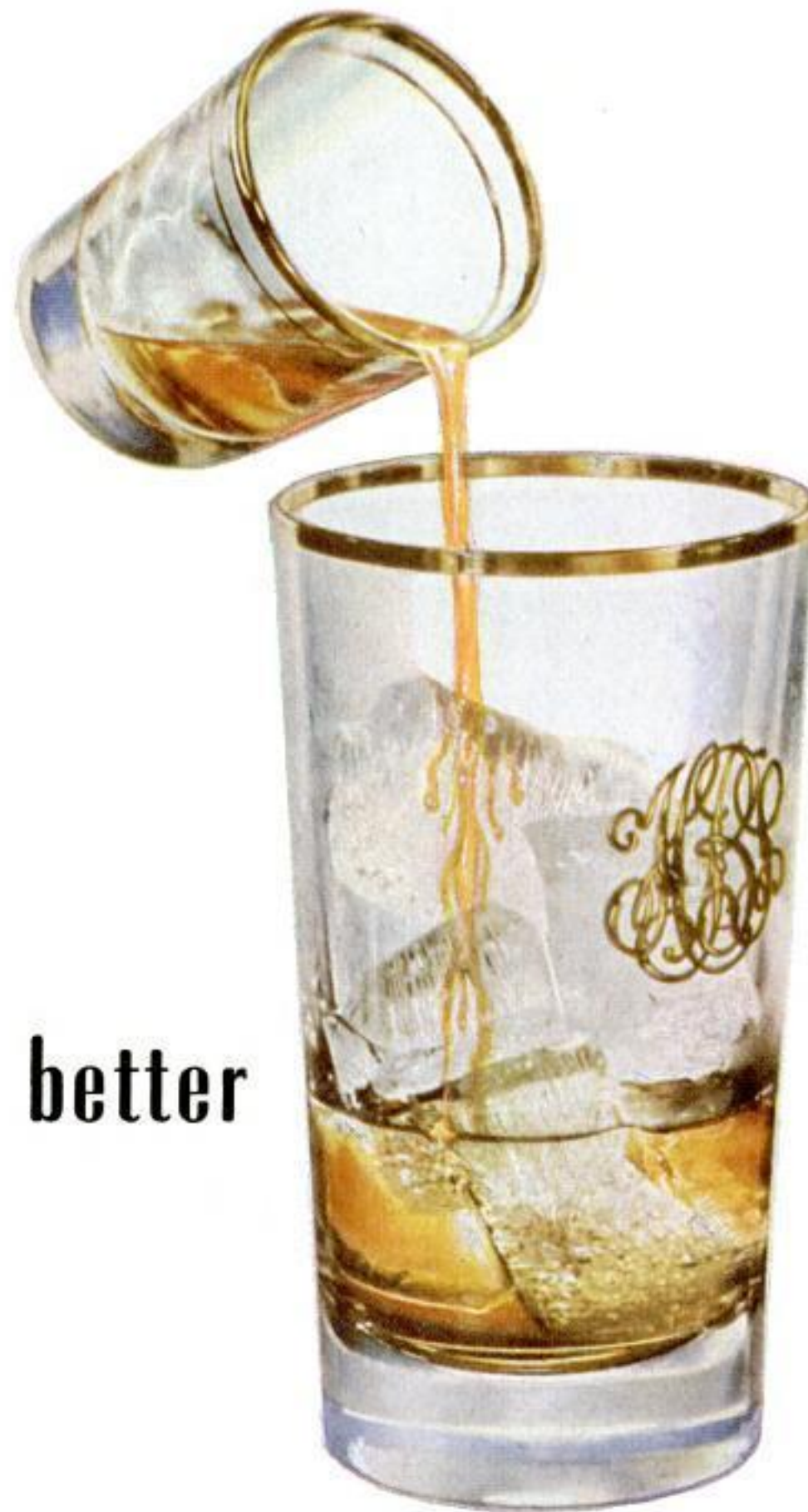
Come in—look this triumphant trio over—and you'll know why every Buick dealer from coast to coast is going around with a smile on his face.

Equipment, accessories, trim and models are subject to change without notice.

h AT YOUR BUICK DEALER'S

Copyrighted material

There is nothing better in a highball...



because as it says on the label:

"There is nothing better in the market"

Let this finest of Kentucky bonded bourbons make your favorite drinks more delicious than ever! Tonight, serve and enjoy famous Old Forester—America's Guest Whisky since 1870.



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PRO
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN K



THE BANDIT WHO SET OFF ACTION IN "RASHOMON" BY ATTACKING A NOBLEMAN AND HIS WIFE IN THE FOREST IS CAUGHT AND SUBDUED BY A POLICEMAN

JAPAN'S GREAT FILM

'Rashomon' is a complex tale of passion and murder

The judges of the International Film Festival in Venice last year passed over the best that Europe and America had to offer to give first prize to the Japanese *Rashomon*, the first Asian film so honored. They had never seen a picture quite like it: a mixture of metaphysics, sex and swordplay, sometimes confused, always vigorous. The story, told by two men huddling under the Rashomon gate in Ninth Century Kyoto, is a savage tale of a nobleman murdered, his wife raped by a bandit. The crime is shown through the eyes of each participant, each having something to hide, then through those of a bystander, who confirms enough of the three preceding versions to make husband, wife and bandit seem equally guilty. Though the bulk of the film consists of the same scene acted over four different ways, Director Kurosawa has manipulated camera and action with such skill that there is almost no feeling of repetition. Only present American filmgoers following *Rashomon* in New York, which has the largest audience for foreign films—at least such of them as get through the censors (p. 56).

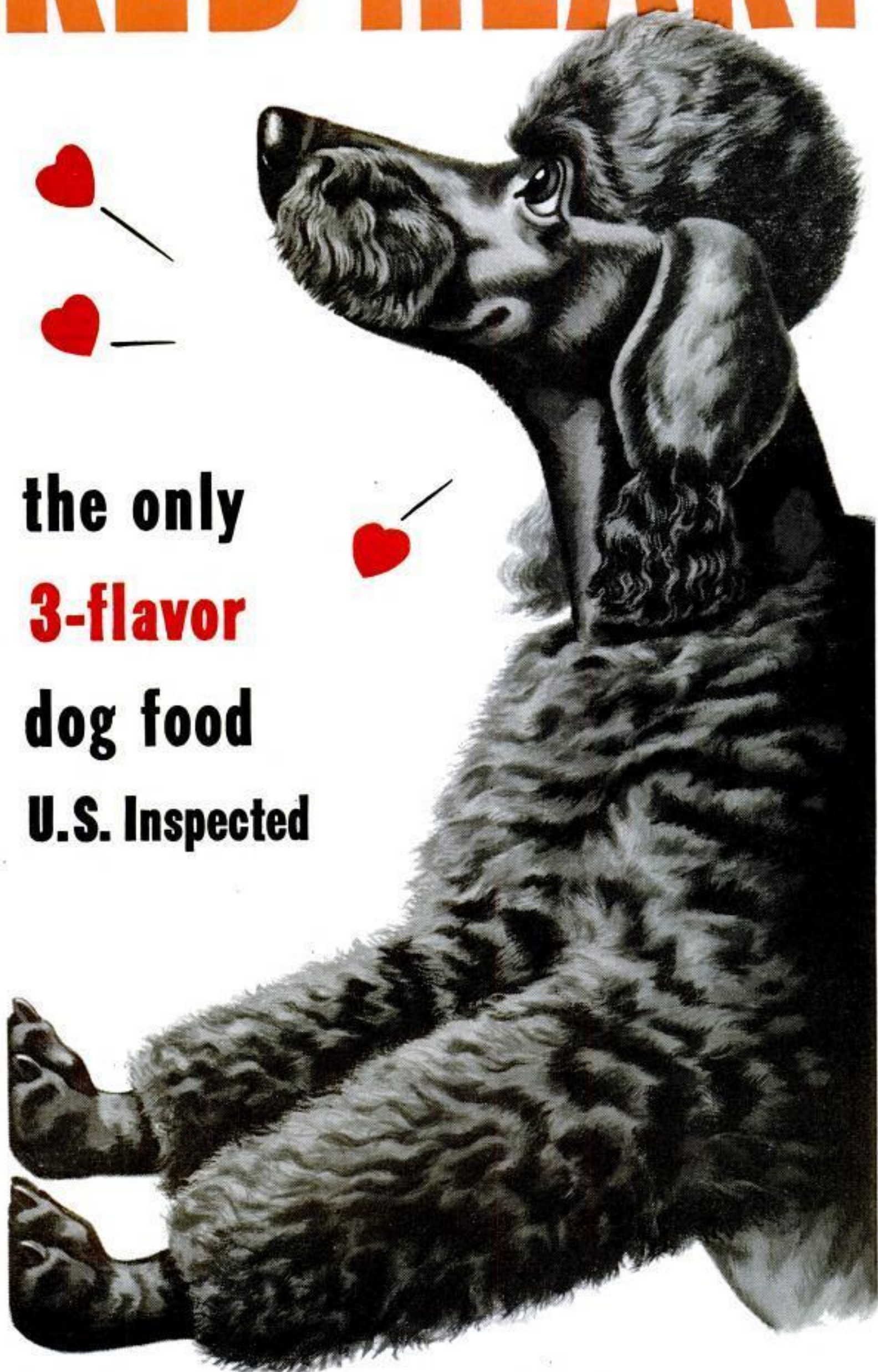


BANDIT AND BRIDE embrace in woods. This is the single fact on which all eyewitnesses' versions of the story are in agreement. Each witness carries on story from there (next page) in a way to give most favorable impression of his conduct.



LOVE
that

RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy,
plus variety to keep them happy! Same food, flavored 3 ways —
beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

Film CONTINUED



WIFE'S VERSION of crimes has her resisting advances of bandit as a proper young lady should. But, she says, her husband later scorned her for having yielded to force and in a fit of insanity she plunged a dagger into his heart.



HUSBAND'S VERSION, which is represented as coming from the other world through mouth of a medium, is that wife was overwhelmed by violent physical desire for the bandit. Dishonored, the husband then stabbed himself.



BANDIT'S VERSION is that he killed husband in a fight which began as a classic sword duel, ended in hand-to-hand struggle (above). Bystander's version agreed bandit killed husband but in a brutal brawl provoked by the wife.

CONTINUED ON PAGE 56



The most important wheels in America!

You're looking at the wheels of a railroad freight train—the wheels on which American production and distribution depend—the wheels that make possible all kinds of modern transportation. On these wheels roll most of the things you eat, wear and use in your daily life—for the railroads haul *more* tons of freight, *more* miles than all other forms of transportation put together.

Our stepped-up national economy and the needs of national defense call for a constantly expanding and improving railroad plant.

And that takes money—not only for fuel and wages and supplies but also

money for new and better equipment of all kinds. To keep rail service growing with growing needs, railroads must be allowed to earn adequate income, based on today's higher costs of operation.

Since 1939, prices have gone up an average of about 125%, and railroad wages and taxes and prices of railroad materials are up *even more*. But the average railroad revenue for hauling a ton of freight one mile is only about 45% above 1939 levels.

Because railroad service is such a vital part of the life and progress of the nation, the railroads must earn enough, not just to keep *going*—but to keep *going ahead*!

Association of American Railroads

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.



1 The prostitute and the soldier appear in the opening episode of the round. She picks him up as he hurries back to his barracks, invites him to see her again but he quickly forgets her.



2 The soldier and the servant girl meet when he asks her to dance in an open-air cafe. In his bluff military style he seduces her, then leaves her to go off dancing with another girl.



3 The servant girl and the student, who is the son of her employer, have a brief affair which the young man regards as a preparation for the later amorous conquests he has in mind.



10 The count and the prostitute wake up in her room after a drunken night in which he forgot his date with the actress. On the street outside he passes soldier of the first episode.



4 The student and the married woman, to whom he has transferred his attentions, have rendezvous in apartment rented for the occasion, where he fails to cut very dashing figure.



9 The actress and the count, a stiff young man, have an amorous interview on the morning of the day she had promised to elope with the poet. Count promises to see actress that night.



5 The married woman and her husband spend a quiet evening in which he tries, without much success, to rouse her to sentimental reminiscences of the honeymoon they spent in Venice.



8 The poet and the actress dramatically declare their love for each other in her dressing room after the play on the night the poet had promised to take the *midinette* to the theater.



7 The *midinette* and the poet meet in a passionate and loquacious interlude in her apartment on the night she had made a date to meet the husband for another intimate dinner.



6 The husband and the *midinette* go out for supper in a private dining room. He offers her a life of ease and she promises to be faithful to him, but her promises are not worth much.

'LA RONDE' HAS CENSOR TROUBLE

Audiences in a dozen or so American cities from Washington, D.C. to San Diego have had a chance to see, in the last few months, a tartly graceful example of French movie-making, *La Ronde*. The movie-goers of New York, however, have been prevented from seeing it by the state board of censors, who objected to the film's frank and exclusive concern with sex. Derived from a famous play by Arthur Schnitzler, *La Ronde*, which won first prize at the Venice festival in 1950, is a worldly-wise, cynical look at the pleasure-seeking world of Vienna in the epoch of the Strauss waltzes. While the sound track plays a score by a later Strauss (Oscar), the 10 characters of the all-star cast, including such familiar faces as Simone Simon and Danielle Darrieux, make their entrance two by two, on a ceaseless round of loves and infidelities (starting in the upper lefthand corner of this page). In each pair, one member steps aside to choose another partner till No. 10 has met and left No. 1, and No. 1 is ready to start over again on the round.



JOHN FALTER



"Here's one I can understand!"

This man may not be an art expert, but he *knows* fine beer when he tastes it. There are millions of people like him . . . people who like the *taste* of Schlitz so much that no other beer is in the picture for them.

Schlitz tastes so good to so many people,
it's the first in sales in the U. S. A.

RADIO HEADLINER: "The Halls of Ivy", with the Ronald Colmans, Wednesdays, NBC
TELEVISION HIT: "Schlitz Playhouse of Stars", Fridays, CBS-TV

The Beer that made Milwaukee Famous

© 1952, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

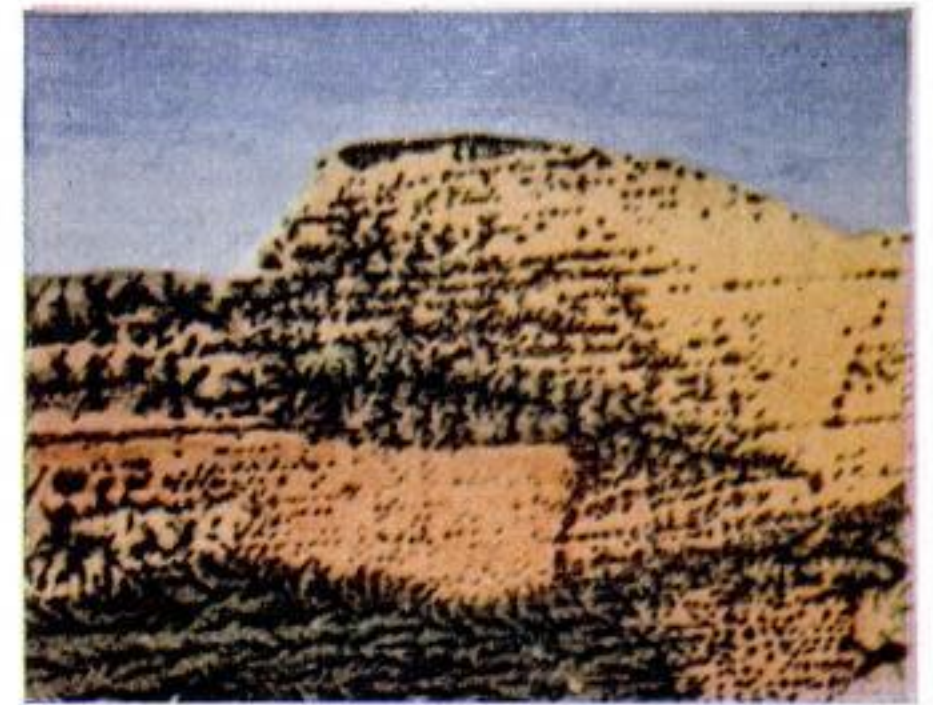
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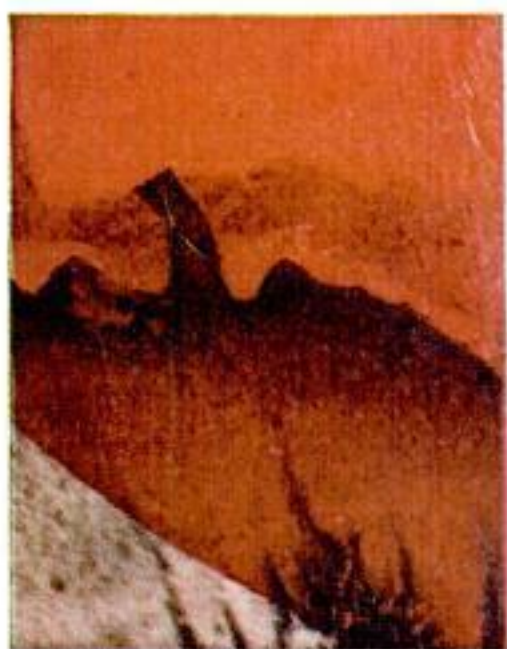
ERNST

Mite-size art is shown actual size

MAX ERNST GETS \$400 FOR SOME OF HIS SURREAL "MICROBE" PICTURES



READ THE SLOPE, SWALLOW THE SKY



IRRADIATION

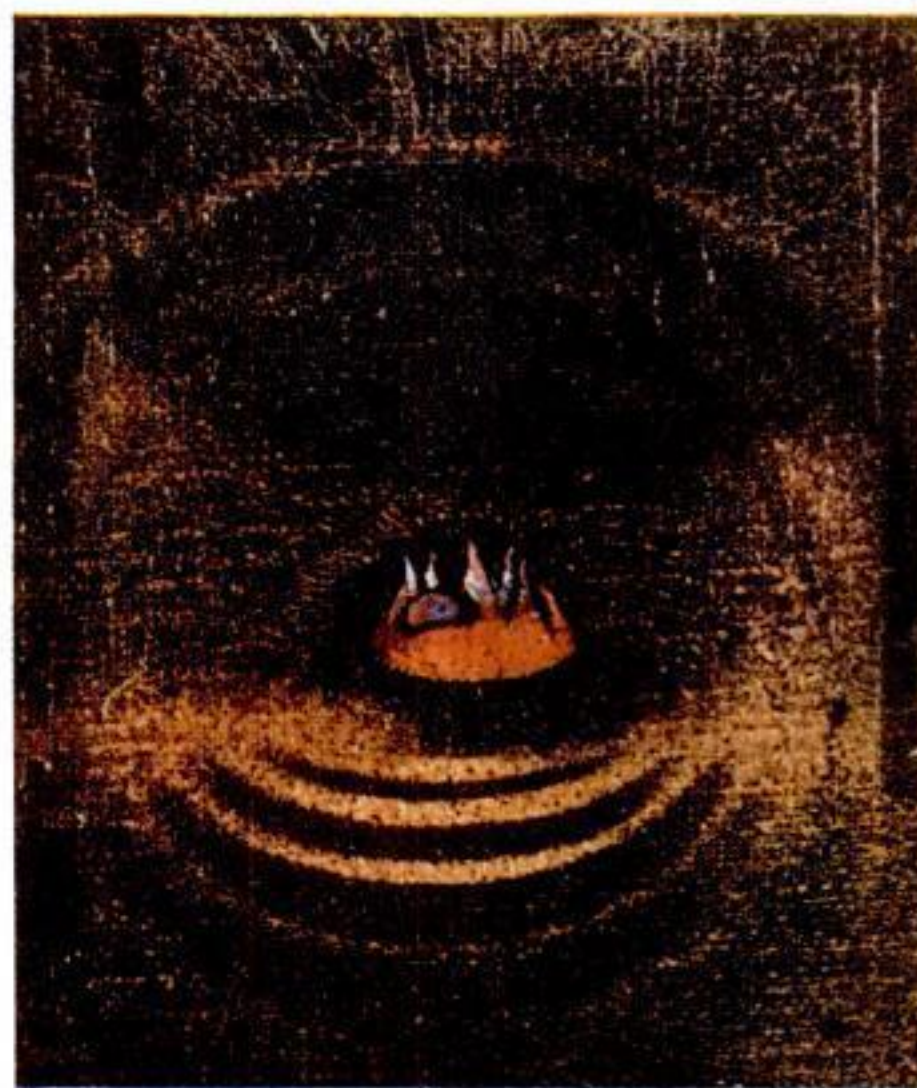
In Paris 25 years ago, Surrealist Max Ernst used to paint huge landscapes of eroded earth and wastelands. In 1947 Ernst moved to Arizona where, surrounded by real wastes of arid land, he launched into a new series of parched panoramas. These, unlike his early paintings, were often no larger than postage stamps and were called "microbes" because, says Ernst, "they are small and dangerous for the brain of both the painter and the viewer." As evidence of their dangerousness, Ernst equipped them with surrealist titles meant to suggest what he sees in the picture. For instance, a red blob (on a white background) suggested a song, so he called his painting (*opposite page*) *Love Song on a Snow Bed*. The microbes, reproduced here actual size, sell for \$200 to \$400 each.



RAINDROPS AND DANCERS



CLOUDBURST



THE EXPECTANT VOLCANO



VERDE



FLARE



BLUE-EYED SHELL



THE DANCERS ASLEEP



ASHES ARE FLOWERS



DANCERS
WALKING WESTWARDS



LOVE SONG
ON A SNOW BED



MAJOR
DISTURBANCE



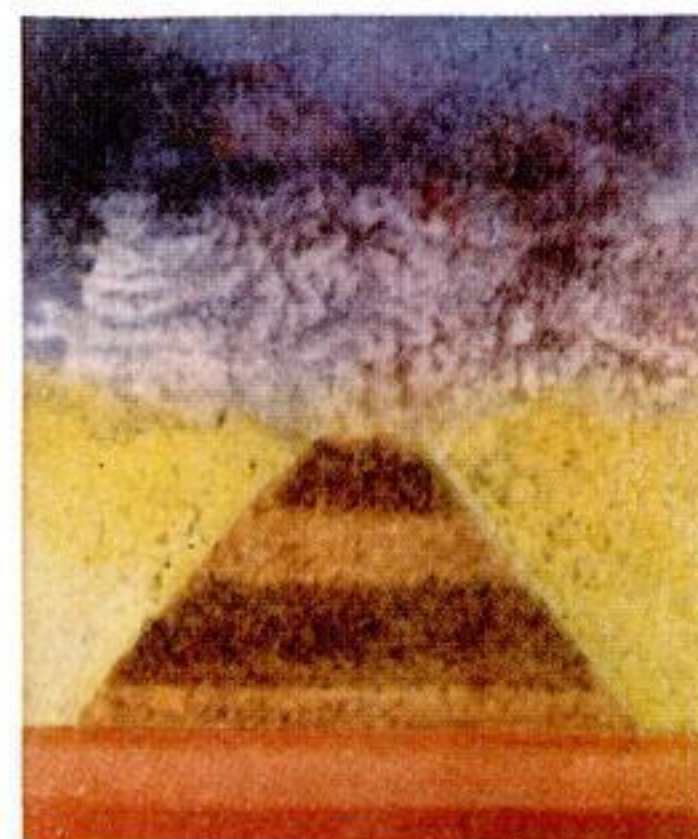
LOOKING WESTWARDS



A MIRROR
FOR FRIENDS



LULL



TWICE A YEAR HE LAUGHS



FLAMES
ARE FLOWERS



FULL MOON, EMPTY EARTH



RED IS GREEN IF GRAY IS BLUE



MOUNTAIN MOUNTAIN ON THE WALL,
WHO IS MOST BEAUTIFUL OF US ALL?

• LIGHTER MOMENTS IN PANCAKES •



The Lighter Side

of the pancake story

It's really a simple plot. Lots of people (maybe you were one) told Pillsbury they wanted lighter pancakes. So Pillsbury made them lighter. And that brings you to the happy ending. Now you can serve your family all the pancakes they want. Just be sure they're Pillsbury. That's the lighter side of the pancake story.

Pillsbury
*for lighter
pancakes*



P. S. Pillsbury Buckwheats are lighter, too.
Milk is all you add to either one.



**PANCAKE DAYS
ARE HERE AGAIN!**
See Pillsbury display
at your grocer's.



FROM MINIATURES TO MONSTERS

As a means of relaxation from painting microbes, Max Ernst likes to "let himself go" by carving monster-size statues of monsters. These giant chimeras, which loom like archaic idols at the fringe of his garden in Sedona, Ariz., are made out of cement and pumice and are affectionately identified by Ernst as "my family." His real-life family, a more warm-blooded variety, consists of his fourth wife, Dorothea Tanning (with Ernst, above),

one of three surrealists extant in Arizona, and a son Jimmy, who is an abstractionist in New York (LIFE, Jan. 15, 1951). Although Ernst, who is now 60, is chiefly known for his surrealist paintings, he has been dreaming up fantastic statues off and on for 30 years. Most of them inhabit private gardens in France and Switzerland, but one, entitled *Lunar Asparagus*, has cropped up in the Museum of Modern Art in New York City.

CLICK! CLICK! CLICK!
change height that quick



SIT-DOWN IRONING

*Air Conditioned**
Comfort Level Ironing

STAND-UP IRONING

67% OPEN

*** Fully Ventilated**

Only RID-JID is truly air-conditioned! The wide open mesh will never buckle or bulge under heat! Always a smooth, flat ironing surface. Moisture can escape downward quickly and freely! No wet, soggy pad! RID-JID full ventilation means faster, cooler, more economical ironing.

Relax while ironing on a Rid-Jid Adjustable All-Steel Ironing Table. Sitting or standing, tall or short, RID-JID provides the exact comfort level for easier ironing. Fingertip height adjustments from 24 to 35 inches.

Automatic opening and closing—non-slip rubber feet to protect your floors—beautiful white enamel finish—built to last a lifetime.

Ask for RID-JID—the leading name in ironing tables, made by the world's largest manufacturer.

Cover it right! Use a Rid-Jid Airflow Pad and Cover Set—"The matched combination for matchless ironing".

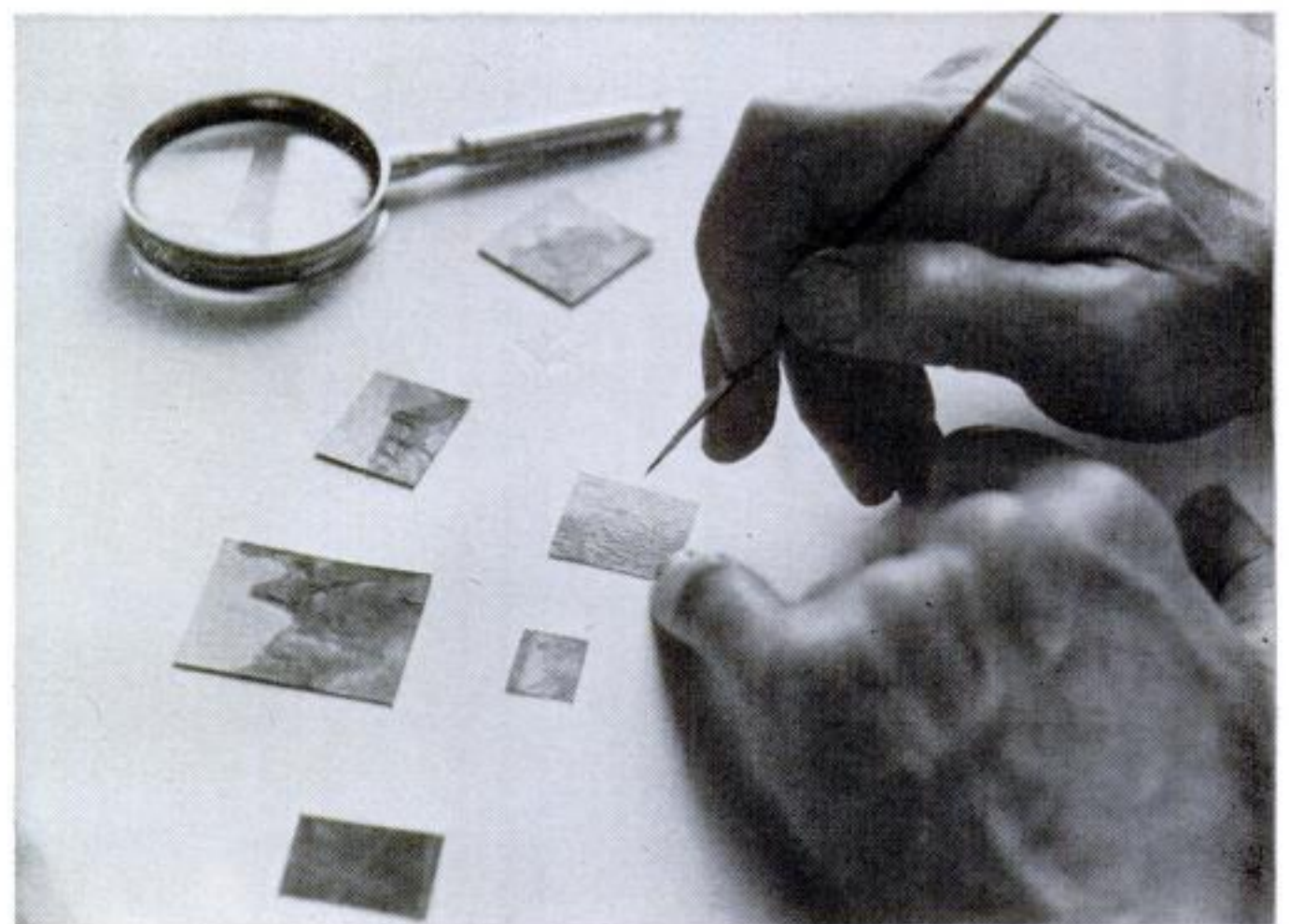
Rid-Jid Adjustable All-Steel Ironing Table
\$13.95

Rid-Jid
A FAMOUS NAME IN AMERICAN HOUSEWARES

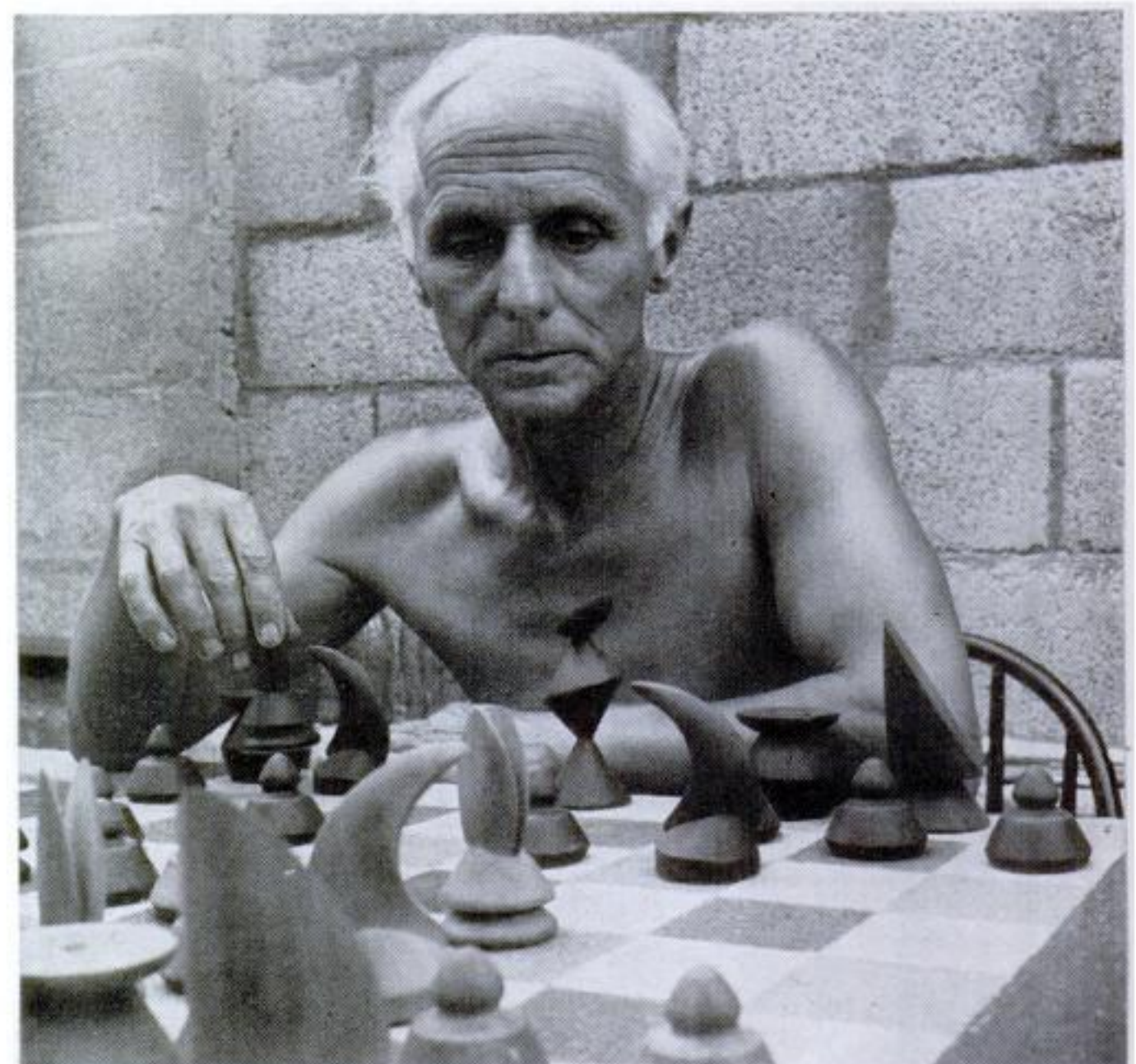
THE J. R. CLARK COMPANY
SPRING PARK • MINNESOTA



MASKS AND ANIMALS made of cement ornament walls of Ernst's home in Arizona. The house, which he has been building by hand for three years, is made out of cinder blocks and has two studios. Although Ernst has managed to decorate the walls, he has not yet got around to roofing the living room.



WORK IN MINIATURE is done with a fine brush and magnifying glass. Ernst begins pictures like those shown on pages 58 and 59 by letting thin paint ooze around on canvas, or by imprinting a pattern in the paint with piece of grained wood or thread. When he sees image he likes, he "catches" it with brush.



ABSTRACT CHESSMEN were designed by Ernst for chess exhibit in New York several years ago. He developed streamlined shapes because he felt that the intricate forms of standard chessmen "are too busy and make the board jump." A serious player, Ernst has matches with his wife three times a week.

Workhorse Engines of the Nation's Largest Airfreight Line Depend On

CHAMPION

SPARK PLUGS



MR. THOMAS L. GRACE,
President of Slick Airways, Inc.,
Burbank, California, says:

"Hauling Airfreight from coast to coast, every hour around the clock, means keeping many airplanes in the air . . . for many hours of every day. Slick guarantees its customers the finest and fastest Airfreight service in the country, and only by the finest performance of every piece of equipment can we uphold this claim. Accordingly we set extremely high standards of excellence for maintenance and replacement parts.

Topping our list of standard equipment are Champion Spark Plugs. All of our maintenance people, from the superintendent to the line mechanics, swear by Champions and, quite frankly, will not use any other spark plugs."

You can profit by the experience of Slick Airways and of every other major airline in the country, all of whom use dependable Champions. If you want the same spark plug performance, economy and dependability that the airlines demand, insist on Champions for your car. They are products of the identical exhaustive research, precision engineering and uncompromising quality standards in manufacture.

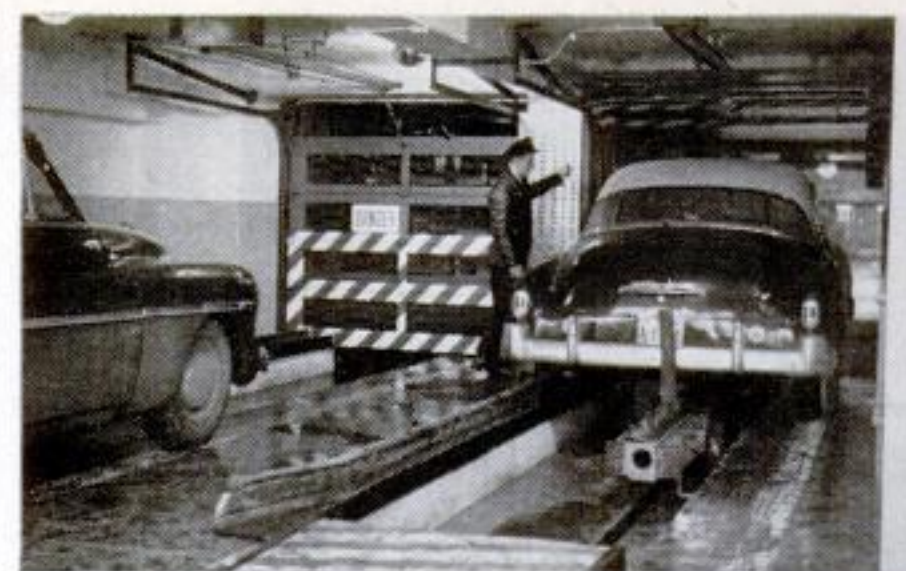
CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

FOLLOW THE EXPERTS

DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR



The Sign of Dependable Service!

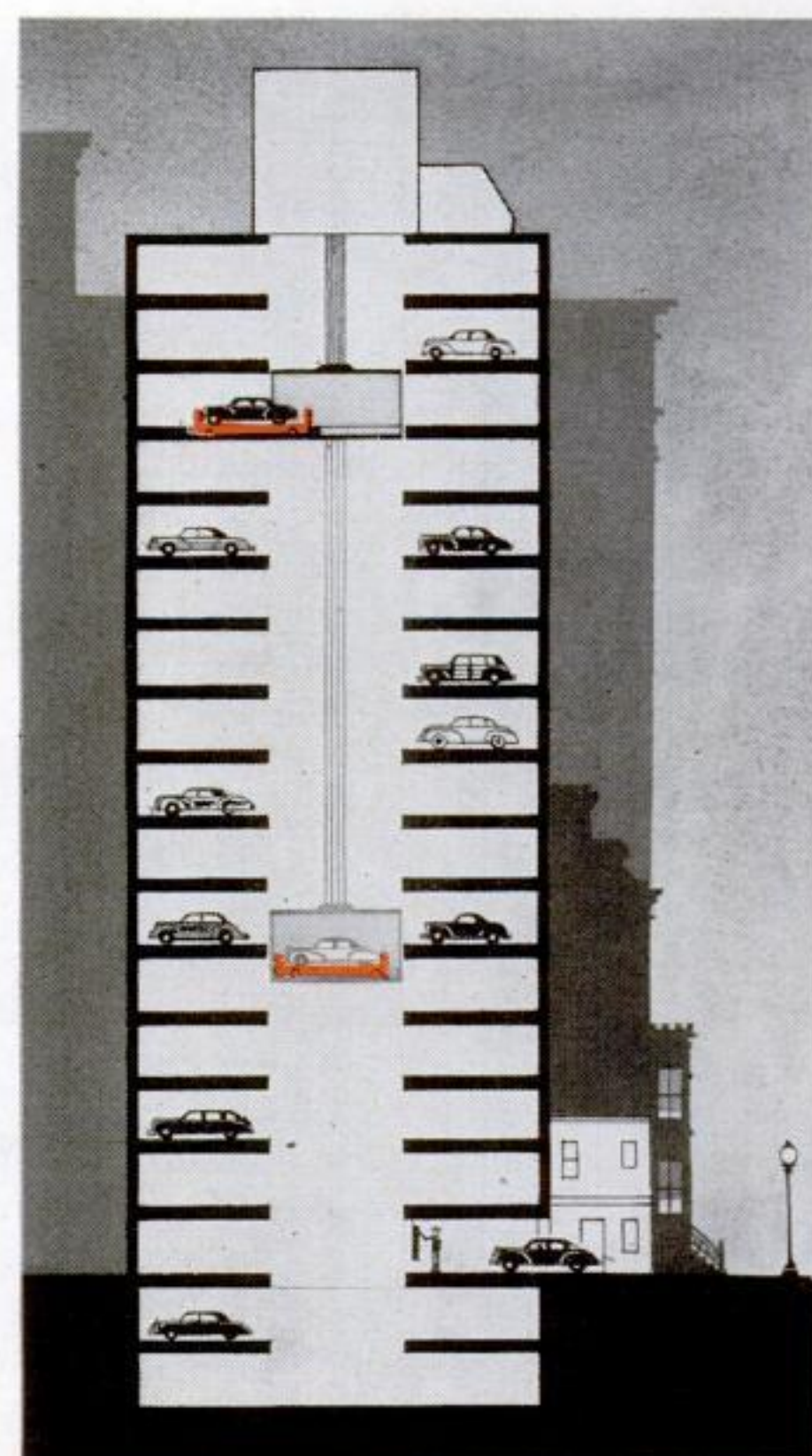


INTO ELEVATOR rolls empty car, held by two arms which rise from dolly and grasp the bumpers.

ROBOT PARKER

Using push buttons, a single man can juggle 72 cars, two a minute

Big-city parking lots take up a lot of expensive space and require a lot of attendants. This winter the people of Washington, D.C. got a look at a new gimmick which needed neither, a fully automatic robot parking garage that can deal and shuffle cars like a deck of cards. Named the Park-O-Mat, it was invented by William Sinclair of San Diego and put up by William Dezendorf of Washington. The customer merely drives up to the entrance and steps out, locking the car if he wishes. The sole attendant pushes a button, a dolly rolls out under the car, grasps it with two arms, pulls it quickly into an elevator and parks it in a vacant space upstairs. The whole job can be done in less than a minute. The ground space needed is only 25 by 67 feet.



CUTAWAY VIEW shows how cars, still held by arms on dolly (red), ride on elevator to proper floor where they are rolled off forward or backward. There are two elevators; each of the 18 floors holds four cars.

← AS CARS GO UP, LIGHTS TRACE PATH ON FILM



For the gifts you'll give with pride, let your jeweler be your guide

Why 7 out of 10⁺ jewelers

wear
fine Swiss watches
themselves:



Watches are your jeweler's business. He's an expert who knows the difference between a fine jeweled-lever watch and an ordinary watch.

That's why it's no surprise that the majority of jewelers—with all the watches in the world to choose from—prefer fine Swiss watches for their own personal use.

So—when you shop for a watch, be guided by your jeweler's knowledge. And ask him to show you "The Inside Story of the Fine Swiss Watch."

The Watchmakers of Switzerland



Your jeweler will tell you that every fine Swiss watch can be serviced economically and promptly.



TIME IS THE ART OF THE SWISS

© 1952 Swiss Federation of Watch Manufacturers



Scotties 
are softies!



Scotties are thrifties, too!

Every day more and more families are buying Scotties. People are discovering so many fine qualities about these marvelous cleansing tissues . . . their outstanding value, their white, *white* softness, and their practical 2-way strength.

Scotties don't crumble under a hearty sneeze or "blow." They don't go to pieces when you remove your make-up. Soft, strong Scotties are the ideal cleansing tissue for every member of the family, children and grownups alike.

 another tissue by **Scott** that's "soft as old linen"

"Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



IN A NIFTY PIN-STRIPE SUIT, HAROLD LANG, AS PAL JOEY, WEARS BLASE SMIRK WHICH MARKS HIM AS A LADY-KILLER AND AN ALL-AROUND HOT NUMBER

THE HEEL AS A HERO

In 11 years public gets used to the idea and welcomes him back to Broadway in a revival of 'Pal Joey'

Joey, the all-American heel, who boosted his income as a Chicago hoofer by mooching off women, was first exposed to Broadway as the hero of a musical, *Pal Joey*, in 1940. Though the show made a star out of Gene Kelly it lost money. But ever since then Broadway connoisseurs have claimed that *Pal Joey*, which was based on a series of John O'Hara stories, was ahead of its time in the musical field because it

had a real plot and unconventional characters.

This month the public, and some of the critics, who 11 years ago refused to accept the heel-hero, decided he was both funny and fascinating. They welcomed *Pal Joey* back, and the show is now a roaring success. From the original cast it still has sunny Vivienne Segal as rich Mrs. Simpson, who scoops up Joey from his nightclub and appropriates him for her own

pleasures. It has Harold Lang—a fine dancer—as Joey, who succumbs to Mrs. Simpson and then loses her because he stupidly falls prey to blackmail. It has the best hoofing chorus Broadway has seen in years, and a dozen of Rodgers' and Hart's most exuberant songs including *Bewitched*, *Bothered* and *Bewildered*. On a more sophisticated level, *Pal Joey* may turn out to be as much of a Broadway classic as *Showboat*.

THE DANCER AND THE DOWAGER HOOK UP IN A CHICAGO HOT SPOT



IN THE NIGHTCLUB where Pal Joey works, a team with delusions of sexiness does a dance—and is hilariously parodied by Helen Gallagher and Robert Fortier.



AFTER THE SHOW, Joey is visited by rich dowager, Mrs. Simpson (Vivienne Segal). Though he has insulted her on a previous meeting, she is smitten by Joey.



AFTER BEING INVITED TO MRS. SIMPSON'S HIDEAWAY, JOEY BIDS ADIEU TO HIS NIGHTCLUB CRONIES BY SINGING "SOUND THE HAPPY HUNTING HORN"

[CONTINUED ON PAGE 70](#)

Six Million Malaysians

*...are
your friends
and allies*

They Share Your Faith in Democracy

They are for freedom of speech, religion and enterprise. Their new Federation of Malaya is the "United Nations" idea at work, with Asians and Europeans working together to build a new country. Malaya is a keystone for democracy and a barrier against the spread of Communism in Southeast Asia.

You Are Their Best Customer

Six million Malaysians must export to live. And 85% of their income from exports comes from rubber and tin, sold mostly to America.

Rubber Is Their Chief Cash Crop

They sell it on a free market, but, as allies of democracy, have banned exports to Red China. Rubber is grown by 350,000 independent rubber farmers as well as by more than 1,000 large rubber plantations. Production has been maintained in spite of constant attacks by Red bandits. This rubber has made possible America's present strategic stockpile.

The Rubber Planter Has Fought the Reds for Four Years

Regular army and police forces, 100,000 strong, have been holding Malaya against Red aggression for four years. SO HAS THE RUBBER PLANTER. His plantation is the front line in the fight against Communism in vital Southeast Asia.



This advertisement published by the

Natural Rubber Bureau

1631 K STREET, N. W., WASHINGTON 6, D. C.

*to promote greater understanding in America of its friend, ally, and supplier in Southeast Asia
— the Malaysian rubber grower. Write for free booklet — "NATURAL RUBBER AND YOU."*



only the revolutionary, new
Van Heusen *CENTURY* Shirt
 has the patented soft collar that

**won't
 wrinkle
 ever!**



Wrinkle-proof, no matter how often it's worn . . . or how it's packed or ironed. Fine broadcloth in fade-proof colors or white. Ocean pearl buttons. Regular or spread collars. A new Van Heusen Century free if yours ever shrinks out of size! Ties shown: *new* Van Heusen Century Polka Dot, \$1.50



Perspiration won't wilt it!
 Collar won't wrinkle even if you wear it around the clock. You *always* look fresh in Van Heusen Century.



Laundering won't hurt it!
 You couldn't iron in a wrinkle even if you *tried*! Easier to launder and iron, has woven-in "fold line."



Patented, one-piece collar!
 Has no lining. Feels handkerchief-soft around your neck. Always looks fresh without starch or stays.

Van Heusen
REG. T. M.
CENTURY shirts

white \$3.95, \$4.95; colors \$3.95

A new shirt free if your Van Heusen shrinks out of size!

Phillips-Jones Corp., New York 1, N. Y.

Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Collars

"Pal Joey" CONTINUED



OVERDRESSED girl represents violets in comic "garden" number which occurs in club given to Joey by Mrs. Simpson before she gives him the gate.



UNDERDRESSED, same showgirl reveals violets modishly placed as a tenor chants a tender song about the flowers "grandmother wore in the days of yore."

Which will you
drink for dinner
tonight ?

TAKE TEA AND SEE

SEE what a glow you get from
hot and hearty tea

*— see if it doesn't help you
feel better, sleep better, too !*



TRY TEA ON THE "HEFTY SIDE"

If you haven't tried tea this way, you just haven't had *tea*. Use your teapot, and 1 tea bag or 1 teaspoon for each cup (and one for the pot). Pour bubbly boiling water over tea. Let stand 3 to 5 minutes. Simple, isn't it? And so economical! Many people like it best with milk.

**"TAKE TEA AND SEE" WEEK
JAN. 18 to 26**

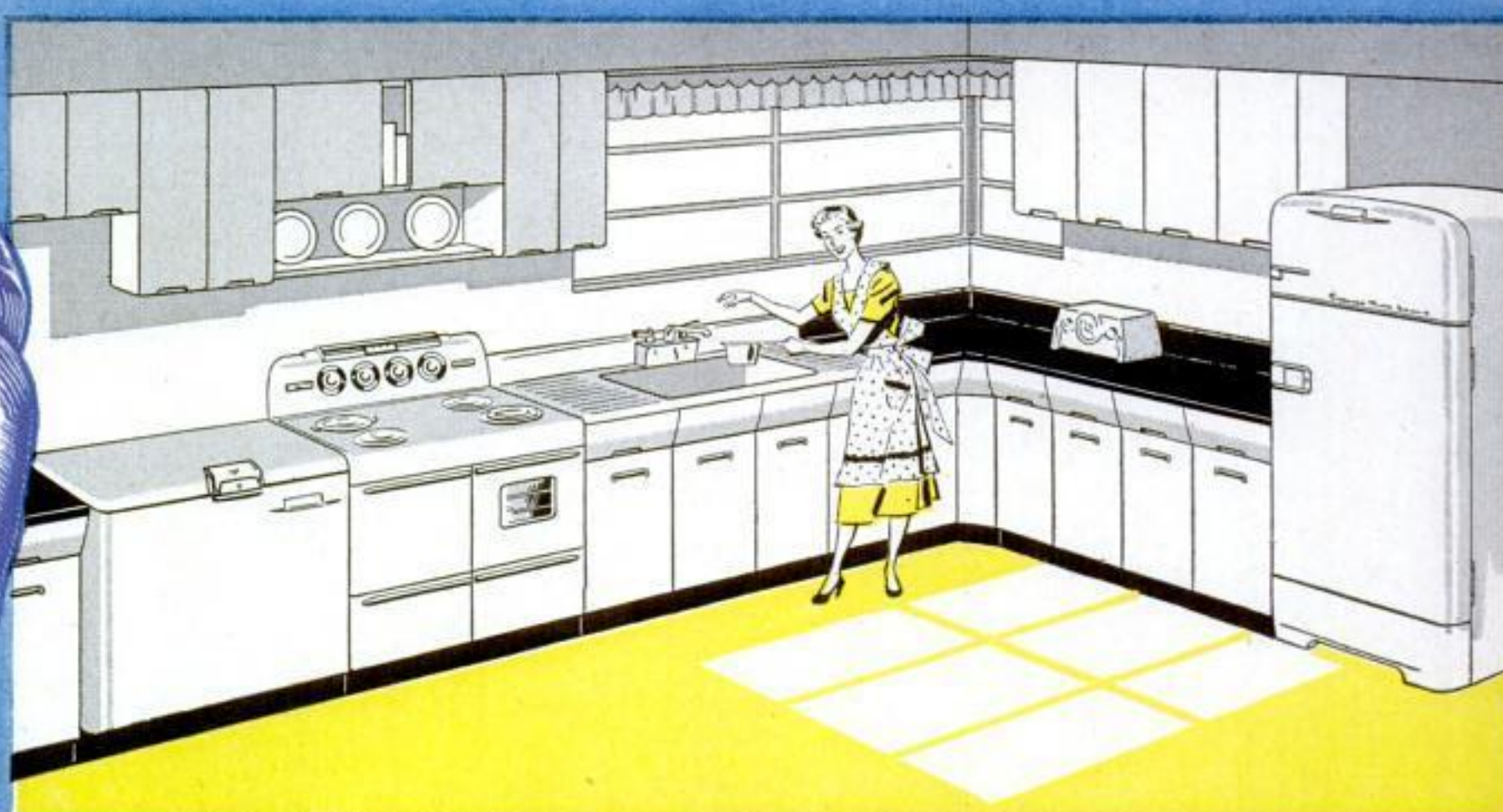
tea council

ONE MILLION

WIN CASH! 2,170 CROSLEY APPLIANCES!



10 SECOND PRIZES! Complete Crosley Kitchen



EACH KITCHEN INCLUDES: Shelvador® Refrigerator—Shelvador Freezer—Electric Range—Food Waste Disposer—Sink—Steel Cabinets—Electric Water Heater—Kitchen Radio—"Whatnot" Shelves.



TELL US WHY YOU LIKE BETTY CROCKER'S STIR-N-ROLL Recipes



Beginner or Expert...you'll get Amazing Results with Betty Crocker's STIR-N-ROLL Recipes

Wesson Oil is one big reason why women everywhere are having wonderful success — making biscuits and pies the STIR-N-ROLL way. There is no "cutting in" solid shortening, no guesswork about amount of liquid. Wesson Oil is easy to measure accurately, stirs in quickly. Mild, delicate Wesson Oil means tops in flavor always. And Wesson Oil helps make pastry flaky and biscuits light and more tender.

Start with Gold Medal Flour. Betty Crocker's easy STIR-N-ROLL recipes are specially designed to take full advantage of Gold Medal's superb, uniform baking qualities. When used with STIR-N-ROLL recipes or other Betty Crocker recipes, Gold Medal is your simplest, surest, easiest way to baking success. Look for valuable silverware coupon in sacks of Gold Medal "Kitchen-tested" Enriched Flour.

"Betty Crocker" and "Kitchen-tested" are reg. trade marks of General Mills, Inc. Wesson Oil is a reg. trade mark of Wesson Oil & Snowdrift, Inc.



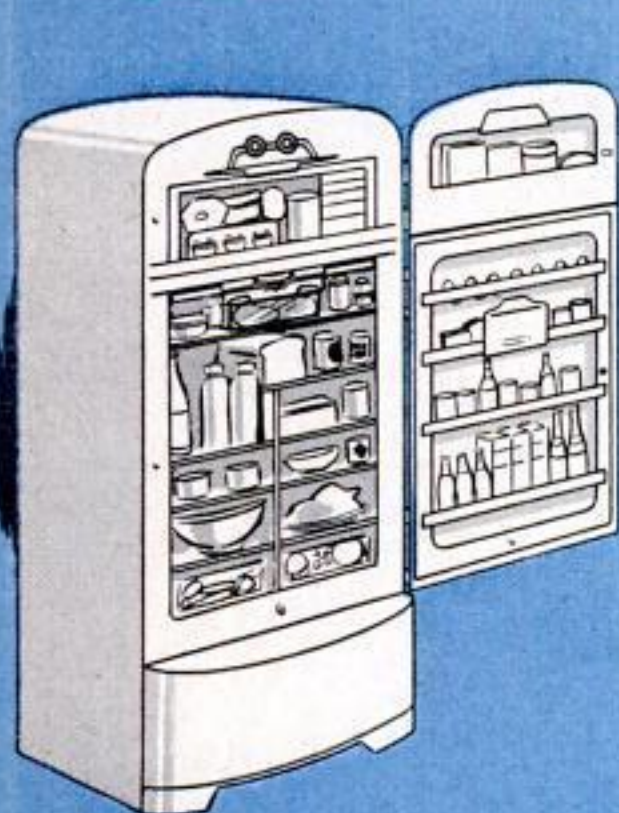
AMERICA'S NO. 1 LIQUID SHORTENING

WESSON OIL and

DOLLAR CONTEST

... 200,000 BONUS CERTIFICATES!

2160 Crosley Appliances as additional prizes



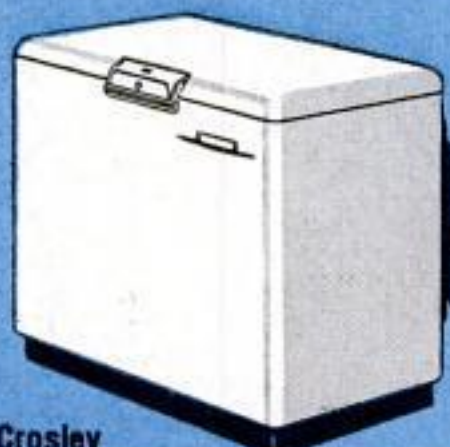
25 Shelvador Refrigerators
as Third Prizes
12.1 cu. ft. Automatic defrosting.



35 Crosley
Electric Ranges
as Fourth Prizes
Fully automatic. Double oven.



50 Crosley Television Sets
as Fifth Prizes
Duo-frequency. 17 in. picture tube.



50 Crosley
8 Cu. Ft. Shelvador Freezers as Sixth Prizes
Food storage capacity up to 287 lbs.



2000 Seventh Prizes
Crosley Dynamic Radios
Rich, true "big set" tone.

★ EASY RULES ★

1. On entry blank or sheet of paper, complete in 25 additional words or less: "I like Betty Crocker's STIR-N-ROLL recipes because..." Add your name and address. Enclose the blue General Mills Flag cut from the front of a bag of Gold Medal Flour, or the label from a bottle of Wesson Oil. Mail to MILLION DOLLAR CONTEST, Box 900, Minneapolis, Minnesota.
2. Send as many entries as you wish, but each entry must be accompanied by a blue General Mills Flag from the front of a bag of Gold Medal, or a Wesson Oil label.
3. Entries must be postmarked not later than February 29, 1952 and received by March 15, 1952.
4. Entries will be judged on the basis of originality, uniqueness, aptness of thought and clearness. Judges are from the University of Minnesota staff and their decisions are final. Duplicate prizes in case of ties. Only one prize will be awarded to members of a household. All entries become the property of General Mills, Inc.
5. Contest open to all residents of continental United States and Territory of Hawaii, except employees and families of employees of General Mills, Inc., Wesson Oil and Snowdrift Co., Inc., its subsidiaries and their advertising agencies.

For list of prize winners, send stamped, self-addressed envelope to General Mills, Box 81, Minneapolis, Minn.

Entries postmarked on or before Feb. 15 get \$5 bonus certificate, good as cash, if applied on purchase of any Crosley product which retails for \$100.00 or more. Only one certificate may be used against purchase of a single Crosley product and must be redeemed by May 31, 1952. Minimum of 200,000 certificates will be awarded.

Turn page and see why Crosley appliances were selected for prizes.

MILLION DOLLAR CONTEST

ENTRY BLANK

Mail to: MILLION DOLLAR CONTEST
Box 900, Minneapolis, Minnesota

"I like Betty Crocker's STIR-N-ROLL
recipes because..."

COMPLETE IN 25 WORDS OR LESS

NAME (PLEASE PRINT)

PRINT ADDRESS

TOWN

STATE

(Include blue General Mills Flag cut from front of bag of Gold Medal Flour, or Wesson Oil label)

CONTEST CLOSES FEB. 29

Betty Crocker's STIR-N-ROLL RECIPES

STIR-N-ROLL PASTRY FOR TWO-CRUST PIE

Preheat oven to 425°.

Mix together.....
2 cups sifted GOLD MEDAL Flour
*1 1/2 tsp. salt
Pour into a measuring cup (but don't stir together).....
1/2 cup WESSON OIL
and.....
1/4 cup cold whole milk

Then pour all at once into flour.

Then stir lightly until mixed. Round up dough... divide in halves. Flatten each half slightly.

Place one half between 2 sheets of waxed paper (12-in. square). Roll out gently until circle reaches edges of paper. (Waxed paper will not slip while rolling pastry, if table top under paper is damp.)

Peel off top paper. If dough cracks or breaks, mend without moistening by pressing edges together or by pressing a scrap of pastry over tear.

Lift paper and pastry by top corners; they will cling together. Place (paper side up) in 8 or 9-in. pie pan. Carefully peel off paper. Gently ease and fit pastry into pan. Trim even with rim.

Top Crust: Roll as above and place over filling. Trim to rim. Seal by pressing gently with fork or by fluting edge. Snip 3 or 4 small slits near center.

Bake about 40 minutes, until nicely browned, in hot oven (425°).

For delectable recipe for mince meat filling turn page to Borden's NONE SUCH Mince Meat ad.

*If you use GOLD MEDAL Self-Rising Flour (sold in parts of the South), omit salt. Reduce temperature to 375°. Bake about 50 minutes.

STIR-N-ROLL MINCE MEAT COFFEE RING

Sift together.....
2 cups sifted GOLD MEDAL Flour
*3 tsp. double-action baking powder
*1 tsp. salt
2 tbsp. sugar

Pour into a measuring cup (but don't stir).....
1/3 cup WESSON OIL
2/3 cup milk

Then pour all at once into the flour.

Stir with a fork until mixture cleans sides of bowl and rounds up into a ball. Smooth dough by kneading about 10 times without additional flour. Roll out between waxed papers into a rectangle 9x13-in. Remove top paper.

Spread over dough.....
1 cup well drained NONE SUCH Mince Meat prepared according to directions on package.

Roll up, beginning at wide side. Use bottom paper to aid in rolling. Seal by pinching edge of dough into roll. Place sealed edge down on cookie sheet. Join ends to form ring. With scissors make cuts 2/3 way through ring 1-in. apart. Turn each section on side so mince meat shows. Bake 20 to 25 minutes in hot oven (425°). While hot, frost with sugar icing (1/2 cup confectioners' sugar mixed with 1 to 2 tsp. lemon juice). Serve warm.

*If you use Gold Medal Self-Rising Flour, omit baking powder and salt.

Other STIR-N-ROLL recipes in sacks of Gold Medal "Kitchen-tested" Flour. Try them for wonderful results!

AMERICA'S NO.1 ALL-PURPOSE FLOUR

GOLD MEDAL FLOUR



'NO WONDER **CROSLEY PRODUCTS** WERE CHOSEN FOR THE GOLD MEDAL FLOUR **MILLION DOLLAR CONTEST...** AND WESSON OIL

IN PERFORMANCE AND LOOKS THEY'RE "WORTH A MILLION"!

Yes, you'll have a "million dollars' worth" of joy when you own any one of these marvelous Crosley products for happier living. For in Home Appliances, in Television, in Radio, the *pace-setting designs are coming from Crosley!* The Crosley Shelvador® is the world's most imitated refrigerator. The Shelvador® Freezer is the *only* home freezer with shelves on the lid. No other electric range gives you all the special "better-cooking" features you get in a Crosley. A kitchen

built around these outstanding Crosley products—with the gleaming beauty and sturdiness of a Crosley Sink, Wall Cabinets, and Base Cabinets; the easy convenience of the Crosley Food Waste Disposer; and the dependable satisfaction of a Crosley Hot Water Heater—is truly the heart of a happy home.

And you *know* there is no finer Television or Radio than Crosley—so you know it's *Crosley* you want! Visit your nearest Crosley Dealer today—actually *SEE* these fine, new 1952 products!



CROSLEY COMPLETE KITCHENS

Look at all you get! The latest 12-cubic-foot Shelvador Twin Automatic Refrigerator—Double-Oven Crosley Electric Range—gorgeous 8-cubic-foot Shelvador Freezer

—beautiful Crosley Double-Bowl Cabinet Sink with Crosley Food Waste Disposer and De Luxe Water Heater (both shown at right), adorable Kitchen Radio—Wall and Base Cabinets, including a smart "what-not" for counter ends. Who *wouldn't* want such a kitchen!



T-DAD-12
12.1 cu. ft.

Only Crosley gives you the Shelvador—*twice* as much food where you want it! Freezer Compartment with separate door—holds 77 pounds of frozen food! "Care-Free" Automatic Defrosting!



RD-CO

The New Crosley Electric Range does everything automatically! 5-way automatic cooking... 7 heat speeds... "Hasty-heat" Unit... "Colortrol" surface-unit switches... 2 ovens... other features.



DDF-8

The Shelvador Freezer with its exclusive shelves on the lid almost doubles top-level space! Freezes faster at 20° below zero—makes meal-planning so much easier—saves you time, work and money.



DU-17 TOM

Pride of the TV "set"—this beautifully compact, Duo-Frequency table model. Combines sparkling modern design with thrilling performance and clear, steady pictures on a big, 17-inch picture tube.

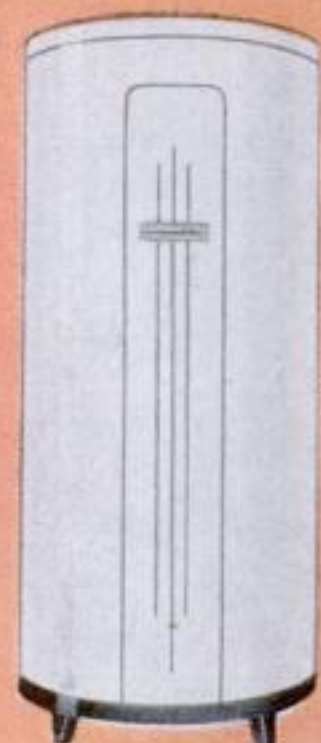


D-10

Smart-looking, compact Crosley "Dynamic" Table Radio provides wonderful listening anywhere in the house! Exceptionally sensitive and acoustically engineered to give rich, true, "big-set" tone.



Crosley Food Waste Disposer (CSD-33) can't jam or clog.



Crosley 30-gallon Hot Water Heater (D-30SE) with high-efficiency heating element.



FOR
ENTRY
BLANK
TURN
BACK
ONE
PAGE

CROSLEY
DIVISION

AVCO
MANUFACTURING
CORPORATION
Cincinnati 25, Ohio

BETTER PRODUCTS FOR HAPPIER LIVING

Shelvador® Refrigerators • Shelvador® Freezers • Sinks • Food Waste Disposers • Electric Ranges • Electric Water Heaters • Steel Kitchen Cabinets • Radios • Television

USE *Borden's* **NONE SUCH MINCE MEAT** in these Betty Crocker[†] STIR-N-ROLL recipes!

ENTER THE **MILLION DOLLAR CONTEST!**

Try these recipes and tell
why you like the STIR-N-ROLL method—
you may win a prize!
(For entry blank turn back one page)

Delicious Mince Pie

Made the STIR-N-ROLL Pastry Way

1 9-ounce package of Condensed **NONE SUCH**
1½ cups water 1 to 3 tablespoons sugar

Empty the 9-ounce package of None Such Mince Meat into a saucepan, and break the firm, spicy block into pieces with a fork. Next add water and sugar, and stir over heat until the lumps are thoroughly broken up. Boil briskly for just one minute, then set aside to cool.

Line an 8- or 9-inch pie plate with the STIR-N-ROLL Pastry, which has been mixed according to directions on preceding pages. Add rich None Such Mince Meat to the shell. Cover with top crust, press edges together and trim. Cut several slits in center of upper crust.

Bake in hot oven (425° F.), for 40 minutes.

Tasty Mince Meat Coffee Ring

Another new STIR-N-ROLL recipe to try

Prepare 1 9-oz. package **NONE SUCH** Mince Meat
according to same directions as for pie.

Sift together . . . 2 cups sifted **GOLD MEDAL** Flour
* 3 teaspoons double-action baking powder
* 1 teaspoon salt
2 tablespoons sugar

Pour into a measuring cup (but don't stir together)...
¾ cup milk ⅓ cup **WESSON OIL**
Then pour all at once into the flour.

Stir with a fork until mixture cleans sides of the bowl and rounds up into a ball. Knead about 10 times without additional flour. Roll out between waxed papers into a rectangle 9- x 13-inches. Remove top paper.

Spread over dough, 1 cup well-drained **NONE SUCH** Mince Meat. Roll up, beginning at wide side. Use bottom paper to aid in rolling. Seal by pinching edge of dough into roll. Place sealed edge down on cookie sheet. Join ends to form a ring. With scissors make cuts ⅔ of way through ring one inch apart. Turn each section on side so mince meat shows. Bake 20 to 25 minutes in hot oven (425° F.). While hot, frost with sugar icing (½ cup confectioners' sugar mixed with 1 to 2 teaspoons lemon juice). Serve warm.

*If you use Gold Medal Self-Rising Flour, omit baking powder and salt.

Be sure to use

Borden's None Such Mince Meat!

Never in your whole experience have you tasted a blend of fruits and spices like this! The best apples, raisins, currants, beef, citrus fruit peel, cider and spices . . . all blended in a delicious medley. Not an *ordinary* mince meat, with mashed, mushy ingredients; but a *luxury* mince meat, with whole, plump fruits and expensive seasoning . . . the kind you'd rather have. That's why None Such is America's top-quality mince meat!

21 quality ingredients
in **None Such Mince Meat!**



Comes in 2 forms

Condensed—in the 9-ounce package
Ready-to-Use—in the 28-ounce jar

©The Borden Company

[†]These recipes developed and perfected by the Betty Crocker Staff at General Mills.

Gabanaro
—what a shirt!



MAROON

Arafold
—what a collar!



SAND

See TV's new comedy sensation—Arrow presents
"Herb Shriner Time" weekly on A B C-TV!

Gabanaro, America's most popular sports shirt, packs more features than a baseball has stitches!

Tailored of a rich, rugged, rayon gabardine . . . in 12 handsome colors . . . in *your own* collar size and sleeve length . . . WASHABLE . . . saddle-

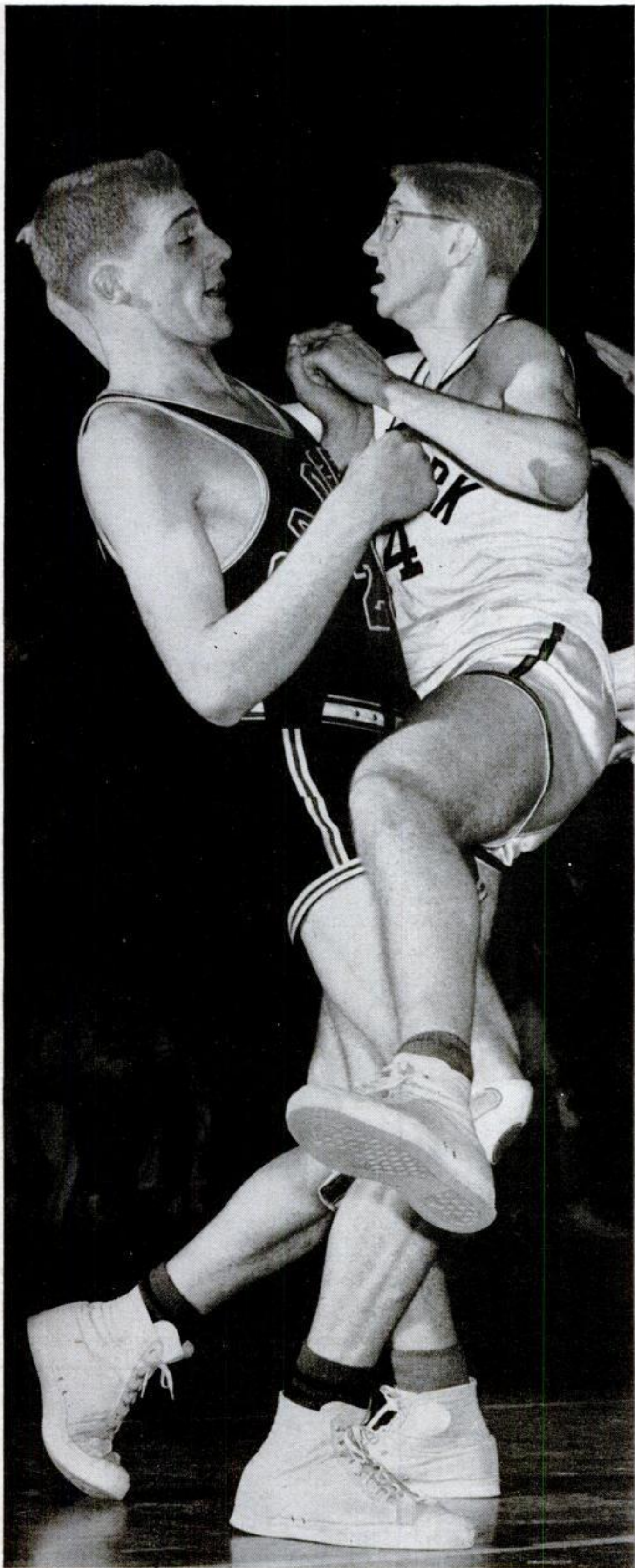
stitched collar and pocket flaps! If you're interested in a "year round" sports shirt—one you can wear whenever you have leisure hours coming your way—that sports shirt is *Gabanaro*!

It's not too heavy, not too light. Not too warm,

not too cool. JUST RIGHT! In addition, *Gabanaro* has the new ARAFOLD Collar with the *built-in fold line* for a soft, natural roll in front and smart appearance all the way round. It looks really neat with or without a tie. Cluett, Peabody & Co., Inc.



ARROW
»»»—————»»»
Gabanaro SPORTS SHIRTS



DRIBBLERS' WALTZ

This leggy embrace, which resembles a waltz with awkward signs of becoming a Lindy Hop, took place on a Portland, Ore. basketball court. The partners—who look, from the hands at right, as if they are about to be cut in on—are Clint Agee (*left*) of Pacific University and John Fuez of Lewis and Clark, and they met during a first-half scramble for the ball. In spite of Agee's obvious mastery of the dip, Pacific lost, 62-56.

Now Everybody can enjoy
THREE DIMENSION PICTURES

see low cost...full color
VIEW-MASTER
STEREO PICTURES

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JANE and
HOAGY
Sing!



Busiest Woman in U.S.

ANNA ROSENBERG RUNS
COUNTRY'S MANPOWER

PHOTOGRAPHED FOR LIFE BY LISA LARSEN

What is remarkable about the tiny, scurrying woman at right is not that she carries a purseful of feminine gimcracks, or that she carries a dispatch case full of the nation's most important business, but that she carries both at once.

In 1950 when George Marshall was Secretary of Defense he took a step that flabbergasted his aides, one of whom gloomily observed that it might turn out to be the biggest error of his career. He summoned Anna Rosenberg to be his assistant secretary in charge of military manpower requirements, a job that encompasses not only procurement but utilization and policy-making. It makes Mrs. Rosenberg far and away the most important woman in the American government, and perhaps the most important official female in the world.

When Marshall called her, Mrs. Rosenberg was an eminently successful New York personnel consultant who had been advising clients such as Macy's and Nelson Rockefeller. She had also held a half-dozen big government jobs during the New Deal. However, when she came to Washington her chances of survival among the male brass seemed dim.

But Mrs. Rosenberg has done much more than survive. Some of the brass object to her vigorous personal approach—it awes and irks them that she should be as furiously concerned about the problems of a single soldier as about the recruitment of a division. To some it seems insufferable that this small woman with a fondness for fancy hats and clanking jewelry should carry so much weight. But to those who measure accomplishments, her appointment now seems one of George Marshall's smarter moves.

ANNA ON THE RUN is a familiar Washington figure with a man's dispatch case and a flowered hat.



HER SCRAPBOOK: FROM HUNGARY TO KOREA



1904. Anna (left) posed with older sister Claire in Hungary. Claire (Mrs. Boris von Arnold) is now an executive vice president at Franklin Simon's.



1917. Anna and Infantry Pvt. Julius Rosenberg were "sort of engaged" when this picture was taken just before he went overseas in World War I.



1918. Anna (left) and Claire (standing) did patriotic paperwork as part of their chores as Red Cross nurses' aides at New York's embarkation hospital.



1934. At NRA's first birthday celebration (right) Anna was assistant New York regional director, stood next to her boss, Nathan Straus Jr. (right).

Immigrant girl holds her own with the brass

Most of Anna Rosenberg's 50 years have been spent in a strenuous effort to prove that woman's place is in the public eye—although not like a cinder, as her enemies suggest. A Hungarian immigrant whose maiden name was Lederer, she came to the U.S. at the age of 11 in 1912, became a naturalized citizen in 1917. While attending Wadleigh High School in Manhattan, she entered labor relations informally by mediating a student strike. After World War I she married Julius Rosenberg, went to work as a public relations and labor consultant. By the time she formed her own business in the '30s she had landed her first federal appointment with NRA. Her career has since been peppered with government and civilian trouble-shooting jobs that have made her both well paid and well known. Her success has been due to a rare combination of intellect and persistence and to considerable ability as an operator. She is on a first-name basis with official Washington and can hold her own at high-powered gatherings which fill her days (right). During her first week in office she made a list of 17 projects she intended to carry through, and each of them is now done or being done. But getting the major one, universal military training, actually into effect may require her fanciest footwork yet, since the needed legislation has the handicap now of going before Congress in a presidential election year.

ANNA AND THE BIG BRASS gather for a weekly meeting of the Armed Forces Policy Council. They are (from left): Secretary for Air Thomas Finletter, Anna, Army Chief of Staff General J. Lawton Collins, Assistant Secretary Wilfred J. McNeil, Navy Secretary Dan Kimball (back to camera), Army Secretary Frank Pace, General Omar Bradley and, entering to start meeting, Defense Secretary Lovett.





1941. Anna had become member of inner circle around New York's Mayor La Guardia (*left*). During '30s she helped him settle a transit dispute.



1944. As F.D.R.'s personal representative reporting on military personnel problems overseas, Anna posed in France with General George Patton.



1951. In Korea, Anna brushed aside protocol to talk with men in the field. She brought back six dozen notebooks with specific gripes and suggestions.

1945. Carrying on (*left*) for Truman on next trip to European theater of war, proud mama Anna met son Tom, a Signal Corps officer, in Germany.



GUIDING HAND is pushed in President Truman's back as Anna steers him over to meet the girls. He had just addressed the women's service heads on the important role of women in keeping country strong.



BOSS'S STANCE is assumed as Anna has a man-to-man talk with Secretary Lovett in her office. Flower-decked desk is a trademark of the assistant secretary, who prefers pink carnations and roses.

Toil and worry 16 hours daily

The 5-foot, 1-inch Assistant Secretary runs her office with all the rattle and slam of an over-worked advertising agency. Freely upsetting generals and admirals, she roars through a 16-hour nightmare of a day filled with man-to-man talks. A warm-hearted but hard-hitting woman, she feels she gets along better by being one of the boys. Sometimes during meetings two rows of blue leather chairs lined up across her office give it the look of a schoolroom in which the teacher has gone slightly out of her head. Among the vases on her desk are stacks of ragged papers through which she constantly shuffles. They are newspaper clips and informal letters telling of real or imaginary injustices to individuals in the great mass called "manpower," which she whips out and discusses with her cronies. She answers personally all letters she gets from soldiers—and they come in by the scores. Soldiers, Anna thinks, find it easier to sound off to a woman than to a man.



OFFICE FAMILY includes three secretaries, one civilian special assistant, Major A. M. Nuthall, Brig. General James F. Collins and his WAC assistant;



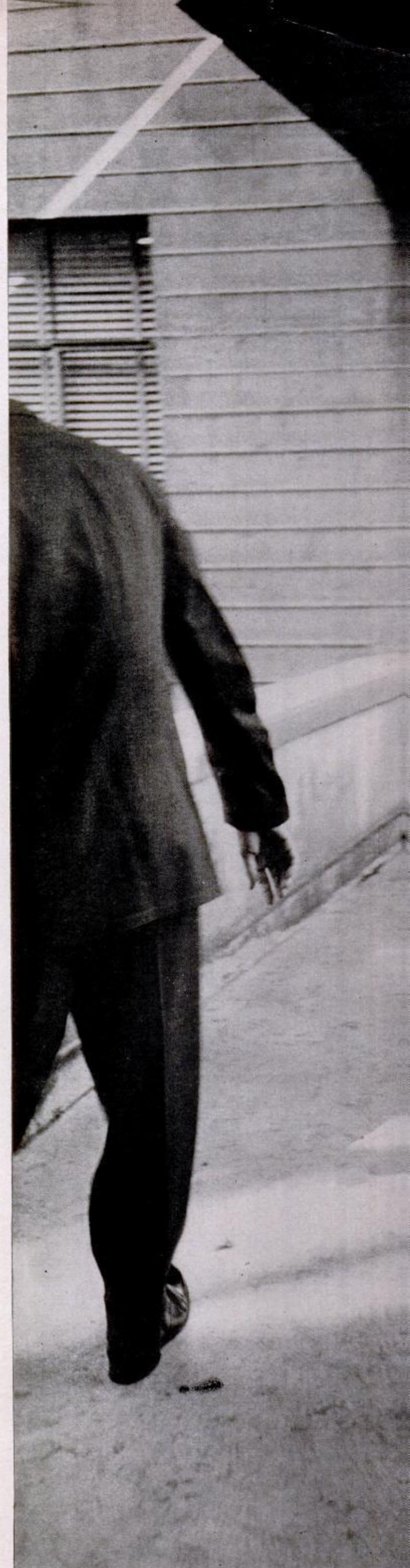
ON WAY TO WORK she dictates to Phyllis Eckhoff, the secretary who has been with Anna since World War II days and followed her to Washington.

WITH A PSYCHIATRIST (right), Dr. Marion E. Kenworthy, who is on Women's Defense Advisory Committee, Anna has conference in reception room.



CUP OF TEA makes time pass faster for two landlocked Navy men, Commander Goldberg and Rear Admiral Salisbury, waiting to see Mrs. Rosenberg.

DISTINGUISHED VISITORS like General Walter Bedell Smith (right), head of Central Intelligence Agency, maintain network of valuable contacts.



IN THE LEAD Anna hurries down the hall to an appointment with two of her staff members trotting on her heels. Pentagon dwellers are finally



becoming accustomed to her reckless habit of roaring up and down its miles of corridors, bowling military uniforms out of her way like tenpins.



ARMY SECRETARY PACE welcomes her after a trip. Anna's many visitors, whom she encourages to call, are one reason she has so much homework.

JOINT CHIEFS' HEAD, General Bradley (*left*), whose own Pentagon office is one floor below hers, takes time out to pay a brief call on Mrs. Rosenberg.



EX-SECRETARY MARSHALL is Anna's mentor and guiding light. He still comes in when he can to discuss knottier problems, give her unofficial advice.

SECRETARY LOVETT (*left*) enters her office unannounced, past an officer lounging with his jacket casually unbuttoned. Lovett's office adjoins Anna's.



BRIEFCASE SCRAMBLE toward close of the regular office working day takes place with the assistance of General Collins. Anna, preparing to leave for a business dinner, hastily packs up the nightly ration of letters and paper work which she will tackle in her apartment later on.



REUNION AT HOME in her spacious Manhattan apartment takes place on weekends and is Anna's main diversion from duty these days. Here she can enjoy

a pleasantly informal time with her son Tom (*left*), who helps manage her business, his attractive wife and her husband Julius Rosenberg, whom she calls Mike.



CHOOSING A HAT is among the day's first decisions in Washington. Anna, who has a closetful, prefers trim hats for work but goes all out for frills in public.

Home is a sometime sanctuary

When Mrs. Rosenberg leaves the frantic uproar of her office, which is frequently not until 8 p.m., she goes home to a five-room apartment in Washington's Shoreham Hotel. This quiet, tastefully furnished place is staffed by a single female servant named Willie and contains fresh flowers on almost every level space except the bathroom shelves. Although the career woman can slip into femininity in about 15 seconds, any prolonged change is most likely to take place on weekends back in the gray-and-lavender luxury of her Fifth Avenue apartment in New York (left). There Mrs. Rosenberg can plan ladylike excursions to the hairdresser, see old

friends, like her hatter, Sally Victor, and quietly relax with her husband Julius. When she is unable to get away for the weekend, he journeys to Washington to be with her.

Julius Rosenberg is a quiet, good-humored man who is the head of a successful rug business. Unlike the husbands of many successful career women, he is, as his friends say, "strictly his own boss." On one occasion he ventured into Anna's office in the Pentagon, scrutinized the fantastic turmoil and quietly withdrew. He has not been back since and has small intention of ever returning. "All this might disrupt a honeymoon," he says, "but after 32 years—no."



DAUGHTER-IN-LAW, who entered the family circle in 1948, receives Anna's affectionate embrace.



"MADAME BANGLES" nickname was given her because of clanking gold bracelets she wears constantly. Her favorite is the whopper in center whose disks sentimentally record special dates and jobs.



PERFUME COLLECTION, duplicate of the extensive one in her New York apartment, shares space with inevitable flowers on her mirrored dressing table. Most of the perfume is French, all of it expensive.



WORK AT HOME, frequently necessary, begins at 8:00 a.m. when secretary reports for dictation.

LONELY DINNER in Washington is splendid, solitary occasion which gives Anna chance to read.



HUSTLING from recruiting ceremony, she glances back at crowd.



TUGGING at one of the Pentagon's heavy doors, Anna checks in.

BUSIEST WOMAN CONTINUED



GIRLISH STITCHES overtake Anna and her secretary "Phyll" around 6 almost every night, help them forget briefly that more hours of work lie ahead.



PAUSING in her office doorway, Anna waits for next appointment.



REACHING for faraway papers is part of routine in her hectic office.

Attitudes and laughter

Mrs. Rosenberg has survived two of the worst things that can happen to a Washington official—accusations of Communist party membership (which were baseless) and a change of bosses (Marshall to Lovett). She also survives constant minor criticism. ("She came up here and jangled—those bracelets are like the bells of St. Mary's," said a congressional committee counsel. "And she brought a flock of admirals and generals. When she wanted agreement, she'd nod and they'd jangle too.") In her job she remains always a woman, twisting restlessly into graceful and eloquent postures (*left*), sometimes—as relief from the strain—swept with laughter. But she is at home in a man's world, and a prized possession is an invitation to a capital dinner: "Stag, with the exception of Mrs. Rosenberg."



TUCKING wisps of her hair into hat, she prepares for public speech.



STRETCHING and massaging her neck helps during long day.



REPORTING informally on a recent trip, she talks with gestures.



GLANCING at pictures of her, Anna approves some for release.



CHANGING clothes in office saves minutes in dash to evening's function.



RUBBING her leg, Anna carries on without a break in her conversation.



ANNA AND GENERAL COLLINS
EXIT, LAUGHING, AS CLIMAX
TO A SERIOUS CONFERENCE



ITS OPULENCE MAY BE DIMMER NOW BUT OLD GUARD IS STILL "EN GARDE"

by CLEVELAND AMORY

ILLUSTRATED FOR LIFE BY SAUL STEINBERG

For many decades the riotous but reticent rich of Palm Beach, Fla. have inspired a vast lore of legend and anecdote. To sift tinsel fantasy from fabulous fact, LIFE commissioned this article by Cleveland Amory, whose earlier writings (*The Proper Bostonians*, *Home Town*) had handsomely proved his talent for shrewd reporting of social customs. The article will be included in a book on society's old-line vacation haunts that Mr. Amory is preparing for publication by Harper and Brothers. Its title: *The Last Resorts*. To illustrate the article LIFE sent Artist Saul Steinberg to Palm Beach. His drawings are accompanied by his reflections on the resort scene.



Palm Beach's musical-comedy décor keeps matriarchs eternally young in spirit.



THE late Rev. Endicott Peabody, headmaster of Groton School, made it an annual practice in his last years, at the beginning of each Easter vacation, to deliver a farewell address to his troops. While the body of this oration varied slightly from year to year, depending upon which points of outside-Groton deportment he wished to emphasize, the peroration was always the same. "I hope you boys will all have a very good time on your vacation," he would begin this section gently. Then in a voice which would have shamed Cotton Mather he would conclude it: "But do not go to Palm Beach—that den of iniquity."

That injunction expressed much more than a mere personal conviction. The extreme Right Wing of Old Guard society, in which Peabody occupied the position of commanding general of the Boston area, has long regarded Palm Beach, at best, as a social backdoor—and, at worst, as a buffet society Babylon which some socially ill-advised soul carved out of the wilds of a state which should never have been admitted into the Union, let alone into society.

Some of these opinions, of course, can be discounted. In comparison with other proper resorts Palm Beach ranks strictly as a Johnny-come-lately; hence there is a jealousy factor involved. Furthermore, since it has held



Jungle that Palm Beach pre-empted may be starting to take over again.

up financially better than any of the others (despite Florida's many resorts, it is the wealthiest town in the state) it is the target of slings and arrows on that score. Nonetheless, even Palm Beachers will admit that the location of the resort was originally chosen under the influence of liquor.

On Jan. 9, 1878—right in season even then—the bark *Providencia*, bound from Havana to Barcelona and bearing a cargo of 20,000 coconuts and a large cargo of Spanish wine, went aground near the site of the resort's present Bath and Tennis Club. The captain, ignoring the coconuts which were in their husks, had nevertheless managed to get at the wine and had partaken of it to such extent that he had lost control of his ship. Early Palm Beach pioneers, however, seized the coconuts from the surf and promptly planted them. It was the lush growth of the resulting palms that 15 years later was chiefly responsible for the fact that the Florida empire builder, Henry Morrison Flagler, chose Palm Beach, 70 miles north of the tiny settlement of Miami, to build what he determined would be America's most magnificent playground.

Within seven years it was—to thousands of resorters who spent six weeks there every winter. Today they make a far longer season; at least one up-and-coming club, the Coral Beach, stays open all year round. This does

not mean, however, that Palm Beach's winter is that much more attractive than its spring. Members of the hotel contingent stay primarily because the hotel rates go down steadily from March 15 on, the cottage colonists, at least in a great many cases, because they have to—in order to make Florida their permanent residence and thus avoid state income taxes elsewhere, they must remain at the resort long enough to show "intent of domicile."

Fashionable jellyfish

ACTUALLY Palm Beach's weather, which for the past 20 years or so has been described to visitors as unusual, has steadily been getting, to put it gently, more unusual. Some Palm Beachers deny this, of course, but many others maintain that the resort's Januarys and Februarys are by no means the dine-out-of-doors months they once were. The situation has not been helped by the emergence of a gigantic form of stinging jellyfish known as the Portuguese man-of-war. These annoying jellyfish, which evidently prefer the waters around Palm Beach and Hobe Sound to less fashionable piscatorial areas, are now actually in the process of transferring the resort from an ocean-swimming to a swimming-pool community.

In view of such disadvantages it may be wondered why people still inhabit Palm Beach. There are a number of reasons. First and foremost the resort, which may be visualized as a long narrow stretch of land between the Atlantic Ocean on one side and Lake Worth on the other, is scenically rewarding. The drive along Ocean Boulevard and County Road affords the most immediately arresting view of the resort; but to Palm Beachers their favorite sight is the Lake Trail, where no automobiles are allowed and the standard vehicle is still the "afromobile," a combination of a two-seater chair in front and the business end of a Negro-pedaled bicycle behind. A spectacle in itself is the mammoth Whitehall Hotel on Coconut Row. Now owned and operated by the Bostonian hotel-buyer A. M. Sonnabend, it was formerly, at least in part, the original mansion which resort-founder Flagler built for himself. (Indeed, it was on the last three steps of the long white marble staircase, on Jan. 15, 1913, that Flagler suffered the fall which resulted in his death.) Besides these sights the resort has at least one Miami-type nightspot which advertises itself as Palm Beach's place "to see and be seen"—the Patio. The outstanding feature of this club is its sliding roof, from the top of which the entire orchestra renders the Palm Beach theme song, *Florida, the Moon*



The resort's formidable hostesses lean toward "Early Bastardian Spanish" architecture.

PALM BEACH CONTINUED

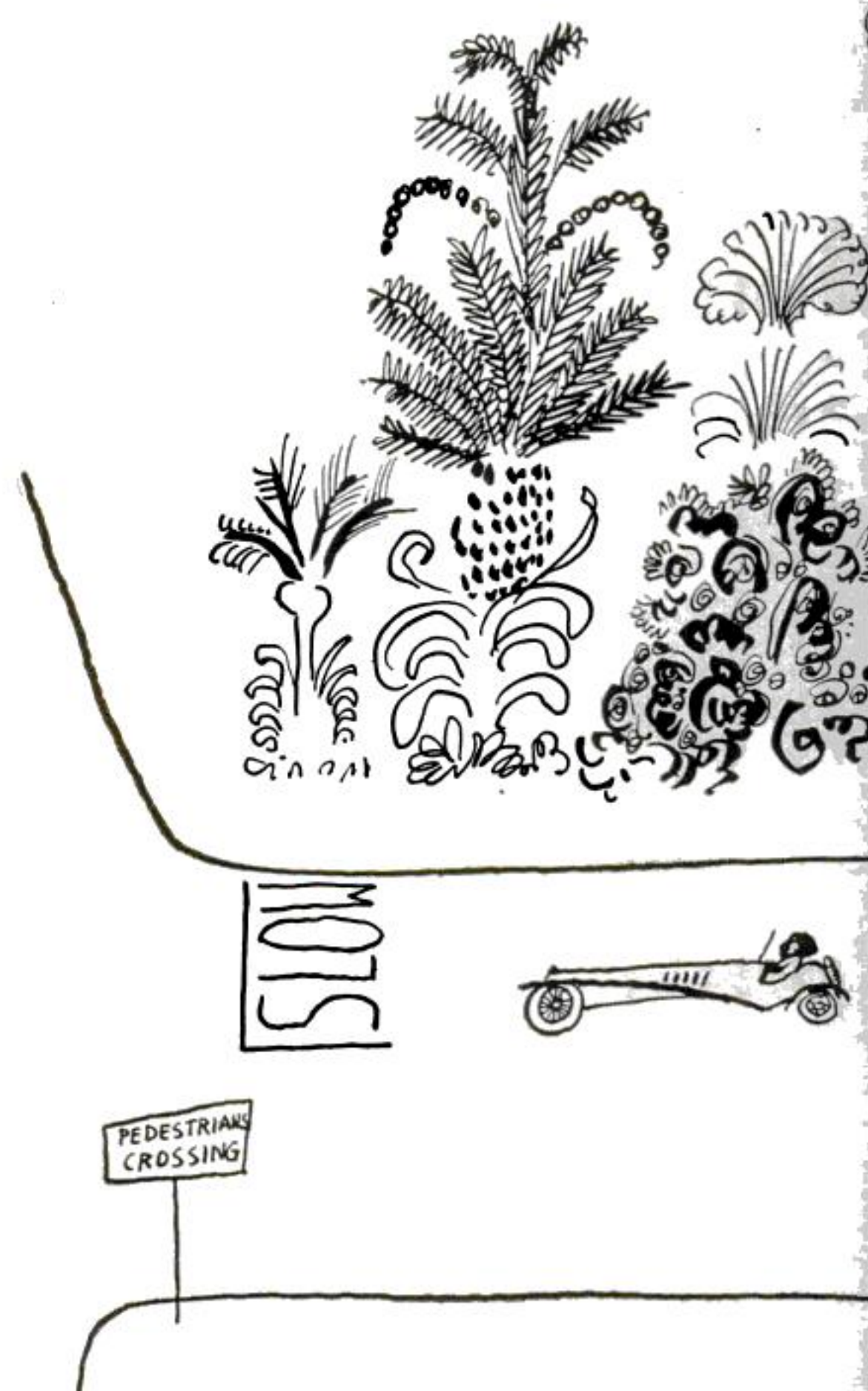
and You. The Patio's most memorable evening, from the orchestra's point of view, was the night of St. Valentine's Day 1938, when Chicago's late Kenneth Smith, president of Pepsodent, celebrated his 46th birthday by having the orchestra play for him until early the next morning; he then presented the leader with a Packard car and all nine orchestra members with Pontiacs.

Palm Beach's old-style "cottages," which are not to be confused with the dictionary definition of the word, are by no means the least of the resort's remarkable scenery. Marjorie Post Hutton Davies' famous cottage, Mar-a-lago, is locally regarded as the crowning representative of what Palm Beacher Mrs. Axel Jonsson has called the resort's "early Bastardian Spanish period." This cottage was planned by Ziegfeld Designer Joseph Urban and has always, of all Palm Beach estates, provoked the most unusual comments from outsiders; when the late Harry K. Thaw, slayer of Stanford White, first saw the cottage, he gazed at it for several seconds, then said quietly, "My God, I shot the wrong architect."

Even more important than the resort's scenic qualifications for success is the fact that what might be drawbacks to the average person are not drawbacks to Palm Beachers. The tradition that every native at the resort is out to "do" the visitor—one which dates from the time when the Royal Poinciana Hotel was almost immediately nicknamed the "Royal Pounce on 'Em"—is actually enjoyed by the resort's inhabitants, most of whom can well afford the enjoyment. In

the spirit of Addison Mizner's adage that in Palm Beach "everything troublesome becomes trivial," Palm Beachers have not let the current climatic difficulties affect the modest amount of golf, tennis, polo, fishing, etc. in which they indulge.

Furthermore, if it has deteriorated geographically, Palm Beach is still psychologically an almost ideal climate for its patrons. From the moment you cross the drawbridges over Lake Worth from West Palm Beach (a place which, though now 11 times the size of Palm Beach, still suffers socially from Flagler's original description of it as "the city I am building for my help"), you enter what amounts to an island of privilege, in many ways the most remarkable one still existing in this country. In a distance of about 6 miles there are only four blocks of public beach; the entire area is either privately or club owned, strictly zoned and controlled by all manner of deed restrictions. In sharp contrast to the honky-tonk atmosphere of Miami Beach, Palm Beach has not only a severe dignity but also a severe police force; the police make a habit of questioning any stranger who acts even remotely out of line, yet will cheerfully answer such calls as one received last winter from Chicago's 80-year-old Mrs. G. Alexander McKinlock, who had returned from a party at an hour which she felt was too late to disturb her servants but who needed immediate help in extricating herself from a stubborn ball dress. While the resort's traditional anti-Semitism is less flagrant than that existing in certain hotels along upper Miami Beach, Palm Beach as a whole still contrasts strongly with Miami in this regard. One does not have to stay at the resort long

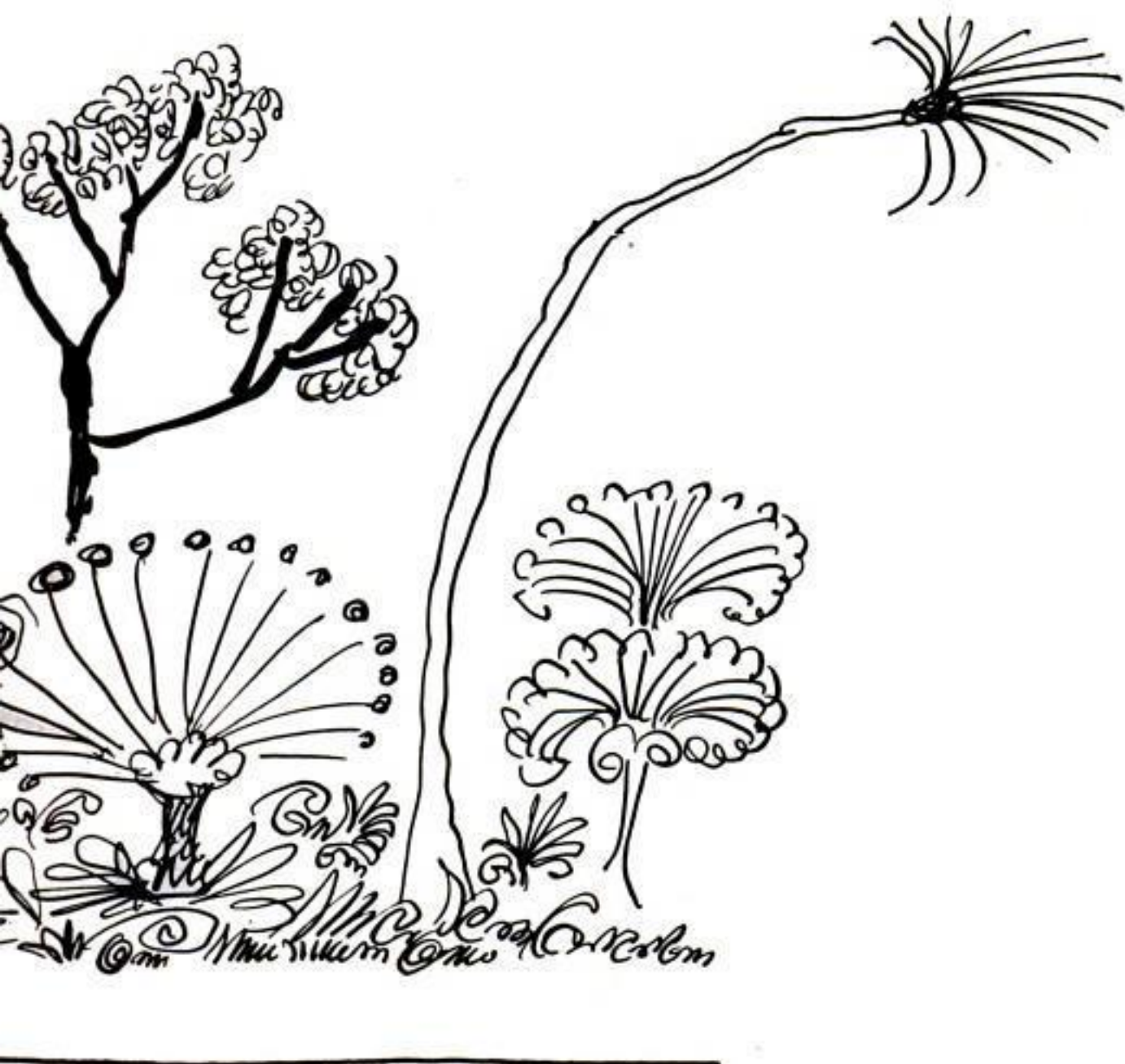


to understand why it was at Palm Beach that Otto Kahn made his telling definition of the word "kike." "A Jewish gentleman," said Kahn, "who has just left the room."

Although some Palm Beachers like to boast that, in contrast to Newport, they have no Old Guard, the fact remains that they have. As at other old-line resorts, it is made up of an unorganized but powerful widow matriarchy. It contains representatives from New York (Mrs. Edward Shearson), Tuxedo Park (Mrs. Theodore Frelinghuysen), Philadelphia (Mrs. A. Atwater Kent), Detroit (Mrs. Horace Dodge) and Chicago (Mrs. McKinlock).

Today the most remarkable example of Palm Beach privilege is to be found in the resort's most interesting house. Owned by Gerard Lambert, of the Listerine fortune, it was built as recently as 1946. Mrs. Lambert wanted to be right on the ocean, her husband right on the lake; no compromise was apparently possible. The only solution was to build outside of Palm Beach, at Boynton Beach, where the distance between ocean and lake is narrow enough so that the house can stretch between and overlook both, and yet where the road is high enough so that the house, which is actually built under it, can still be above both ocean and lake. The house itself, a blend of modern and Pompeian classic, was designed by Marion Sims Wyeth; 15 feet of insulation between the road and the room of the house which is directly under it make the room so quiet that, despite the passing cars overhead, the Lamberts decided to make it their music room and have an organ in it. Although the house stretches out from under the road on both sides, it is hidden by remarkable landscaping. The Lamberts live in Palm Beach's most elegant style, Mrs. Lambert in her ocean half of the house and Mr. Lambert in his lake side. Along with one of Palm Beach's most extraordinary art collections—the Lamberts are artists themselves as well as generous art patrons—they have two complete sets of bedrooms, dressing rooms, living rooms, dining rooms, kitchens and servants' rooms. They also have two complete sets of servants, colored on the lake side and white on the ocean side. Though one of the resort's pleasantest hostesses, Mrs. Lambert has never allowed her house to be photographed or written up in home magazines and has a good deal of trouble with tourists who drive out from Palm Beach prospecting for it. Last Christmas

CONTINUED ON NEXT PAGE



"Pedestrians Crossing" in Palm Beach is akin to "Deer Crossing" or "Cattle Crossing" anywhere else.



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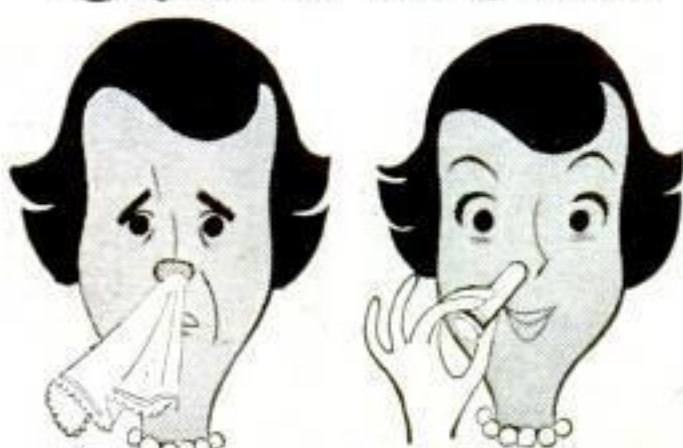
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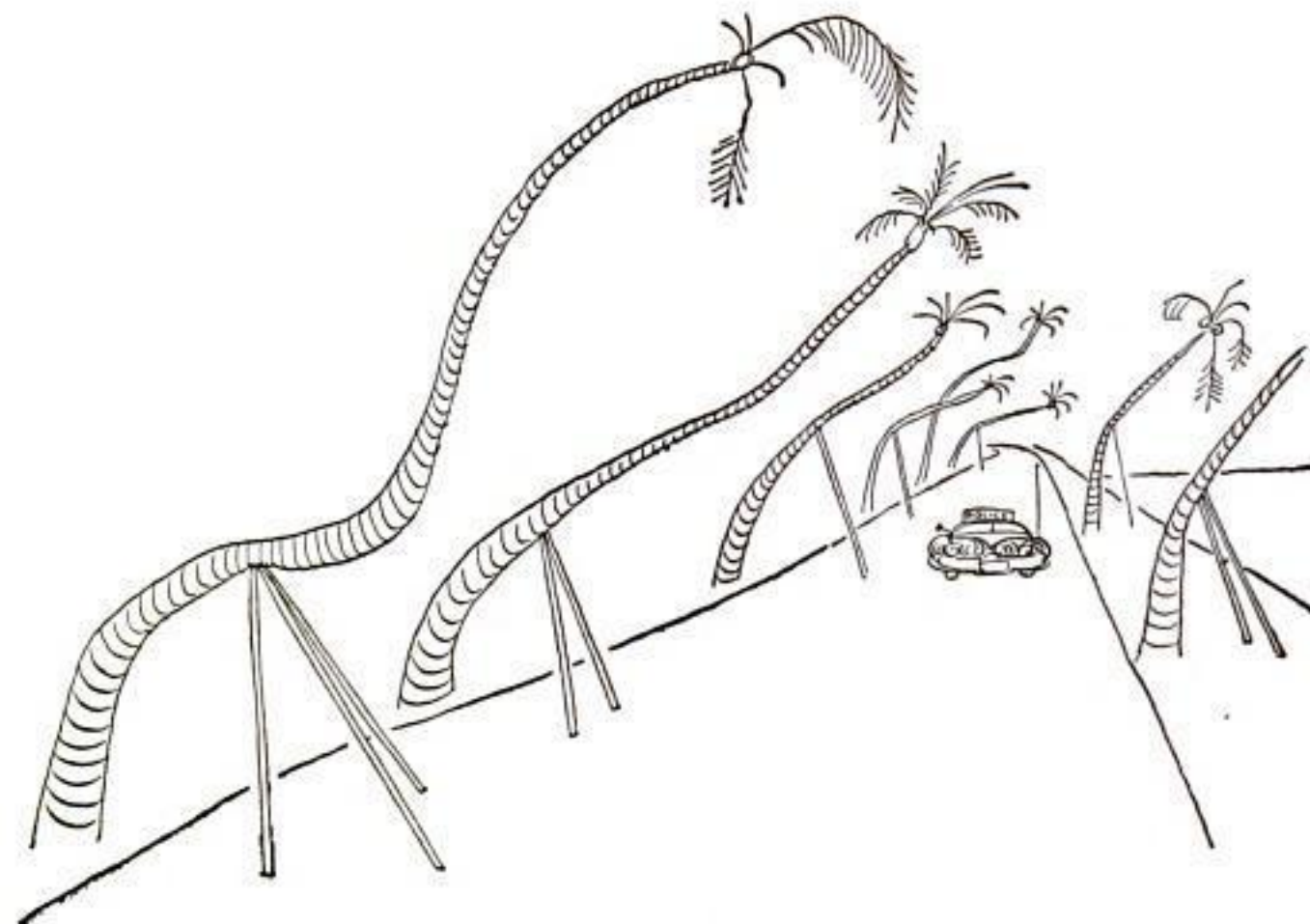
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Even palms that made Palm Beach now have to be propped up.

PALM BEACH CONTINUED

her servants and those of her husband got together, for the first time, for their holiday dinner. "I thought it was nice," she says.

By far the most important reason for Palm Beach's success as a resort has been the fact that ever since the first train crossed Flagler Bridge, on March 14, 1896, bearing a shipment of no fewer than four Vanderbilts, Palm Beach has been established in the mind of the general public, if not in the minds of the boys at Grot-on School, as the smartest of all places to go in the winter. Ex-Ambassador Joseph P. Kennedy, who has cottaged there for more years than he cares to remember, recalls being told by newspaper publishers that, as a dateline on a news story, the name Palm Beach has never been equaled in reader-draw; its combination of Old Guard society personalities disporting themselves against a backdrop of Florida sunshine has rendered it apparently unbeatable from the point of view of glamour appeal. In view of this appeal it is not surprising that meeting Palm Beachers can be a difficult task. Not long ago Oilman C. B. Wrightsman was stopped on Worth Avenue by a lady acquaintance who took the liberty of introducing another lady to him. That evening the first lady received a call from Wrightsman. "I wish you wouldn't introduce me to people on the street," he said. "I know too many people as it is and I have too many responsibilities and obligations."

Palm Beach undeniably has a flavor boasted by no other resort. Not even Newport, for example, can outdo the story of the Palm Beach lady who, failing to be invited to a party which she felt entitled to attend, started legal proceedings against her prospective hostess and was barely dissuaded from pursuing the matter right into court. Nor did Newport ever suffer the spectacle of having one of its most memorable fancy-dress balls attended in the manner that the late Arthur Somers Roche showed up at one in Palm Beach. Roche appeared at the Everglades Club dressed as a social climber with a ladder on his back; painted on the four rungs, from bottom to top, were the words "Common People," "People," "Nice People" and "Right People." Today such a perennial Palm Beach standout as Arthur Bradley Campbell, whose mother's third husband was the 11th Marchioness of Huntly, frankly declares he could not be happy anywhere else. "Why, in New York," he says, "there's no use even going to the theater anymore. The audience isn't worth seeing."

"Nervous hostess, unhappy guest"

PALM BEACH'S leading citizens have developed considerable aplomb. Even the resort's greatest hostess, the late Mrs. E. T. Stotesbury, was no exception to the rule. A lady whose motto was "a nervous hostess makes an unhappy guest," she showed remarkable composure at her parties despite the fact that at such gatherings her husband, who claimed he had seen service as a Civil War drummer boy, invariably beat the drums and sang *The Old Family Toothbrush*. Nor did her self-confidence fail her even outside of her home. Once at a war-bond rally she was asked, as the wife of a senior partner of J. P. Morgan & Co., if she would say a few words. Mrs. Stotesbury arose. "The only successful financial transaction I ever made in my life," she said, "was when I married Mr. Stotesbury."

Only in the field of art did Palm Beach's poise ever suffer a real blow. This occurred many years ago when the late James P. Donahue, a man who knew little about music but whose ballroom was

CONTINUED ON PAGE 95

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"One of the best cake recipes I ever used", said 9 out of 10 home testers!

Hundreds of women tested the new Velvet-Crumb Cake. They found they'd *never made so good a cake so easily!*

You start with six ingredients already measured and blended for you in Bisquick. (See Betty Crocker's simple directions on the Bisquick package). You do no sifting! *Beat only 90 seconds!* You do much less beating because of the special way

your shortening is already blended for you in Bisquick.

Velvet-Crumb Cake has the fluffy, loose texture, the old-time good eating, of Grandmother's butter cakes. But it's even more tender! One of the most delicious cakes ever developed by Betty Crocker. Try this exciting new addition to the many wonderful ways you can use Bisquick!

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Along Worth Avenue, Palm Beachers rough it by shopping at mere branches of Fifth Avenue stores.

PALM BEACH CONTINUED

acoustically excellent, agreed to act as host for a Palm Beach performance of Mrs. Seward Webb's famous New York string quartet. No one could have shown greater enthusiasm. Preceding the concert Donahue decked not only his ballroom but also his entire house with white orchids; an hour before the event he was informed that the quartet was assembling in the ballroom. Donahue rushed through the door, arms outstretched to greet them, then stopped in his tracks. "What!" he exclaimed, in a horrified voice. "Are there only four of you?"

It is to be expected that politically Palm Beach leans toward conservatism. Charles Francis Coe, editor and publisher of two Palm Beach newspapers, has written, by his own count, three and a half million words of editorials against the Democratic administration in the past five years. Last winter, at a time when President Truman was vacationing at Key West, Palm Beacher James Cameron Clark gave a dinner in honor of another distinguished Florida visitor, Warren Austin, ambassador to the United Nations. Among the guests was Mrs. William Hayward, of Newport and Palm Beach, a lady who promptly seized the opportunity to question Austin. "Ambassador," she began gently, "you know this fellow Truman pretty well, don't you?" Since world affairs were at that moment in a severe crisis, all conversation ceased and everyone listened intently. Austin admitted that he was seeing the President frequently. "Well then," said Mrs. Hayward vigorously, "can't you do something about those shirts he wears?"

All this does not, unhappily or otherwise, add up to an unchanged social picture. The swimming pool of the late Vincent Bendix is no longer filled with Poland water as it was in the '20s. "We're left with a mere pittance, you know," says the Hon. Mrs. Frederick E. Guest. A Phipps before marriage, she represents the resort's best-entrenched social family and one which has been described as "the beefsteak" on the Palm Beach social menu. But the situation in the Stotesbury family, which in its prime weighed into Palm Beach society with \$75 million, is the most acute. A Stotesbury granddaughter last season operated a small inn, while her young son, affording Palm Beach's best illustration of shirtsleeves to shirtsleeves in three generations, is currently working part time in a filling station.

Taxes are, of course, the main reason for the woe. Coupled with them, however, is a general social disintegration which is perhaps best symbolized by the fact that no contender for Palm Beach's social heavyweight throne, vacant since the death of Mrs. Stotesbury in 1946, has even taken the trouble to compete for the honor. A possible contender, Mrs. Harrison Williams, now lives on the island of Capri; another, Mrs. Joseph Davies, was forced to choose between coming to Palm Beach or operating her yacht, the *Sea Cloud*, at a cost of \$40,000 per month. She chose the *Sea Cloud*.

Palm Beachers like to synthesize their grievances of today in the specific case of the Everglades Club. Originally conceived as a rest home for Allied officers in World War I, it shortly became a club with a maximum membership of 300. Today, however, there are 1,400 members. "When you used to go there," says Mrs. Horace



"Perfect cake!"

"My very first Velvet-Crumb Cake looked and tasted just perfect," says

Mrs. M. Carlson, 3301-48th Ave. So., Minneapolis, Minn. "My girls (ages 14 and 16) were hoping there'd be enough left for their school lunches. The whole family wanted seconds. It's a perfect all-around cake."



"Quick and easy!"

"I've been baking for 30 years," says Mrs. E. Lucas, 1306 Chadbourne, El Paso, Tex. "I don't believe Velvet-Crumb Cake could be better!" Mrs. Lucas baked a beautiful Velvet-Crumb Cake for her wedding anniversary. But unexpected guests came the day before—and ate every last crumb!



"Like Grandmother's"

"Reminds me of a cake my grandmother used to make," says Mrs. K. Johnson,

15995 Lexington Ave., Detroit, Mich. "But Velvet-Crumb is even better than old-time butter cake. Easier, quicker, too."



"Church class raved"

"I made Velvet-Crumb Cake for a Sunday School class I was entertaining. They simply raved. They couldn't believe I made such a superb cake so easily," says Mrs. S. Fleming, 1345 Hudson St., Columbus, Ohio. "So tender, moist and flavorful!"



"So economical!"

"With 7 children, all good eaters, I like to make things nourishing, yet inexpensive," says Mrs. G. Ellis, Sr., Big Tree Road,

Hamburg, N. Y. "My family all like Velvet-Crumb Cake. It's a perfect cake because it's so easy, so good, and so economical." Mrs. Ellis packs this new Bisquick cake in five lunches. Calls it "Good family cake."



"Best cake ever"

"In my opinion this is the best recipe I've ever tested," says Betty Crock, Home Tester, Mrs. F. Flora, 1236 Lawrence Ave., Leavenworth, Kansas. "It's tops in quick cakes... and without sifting!"

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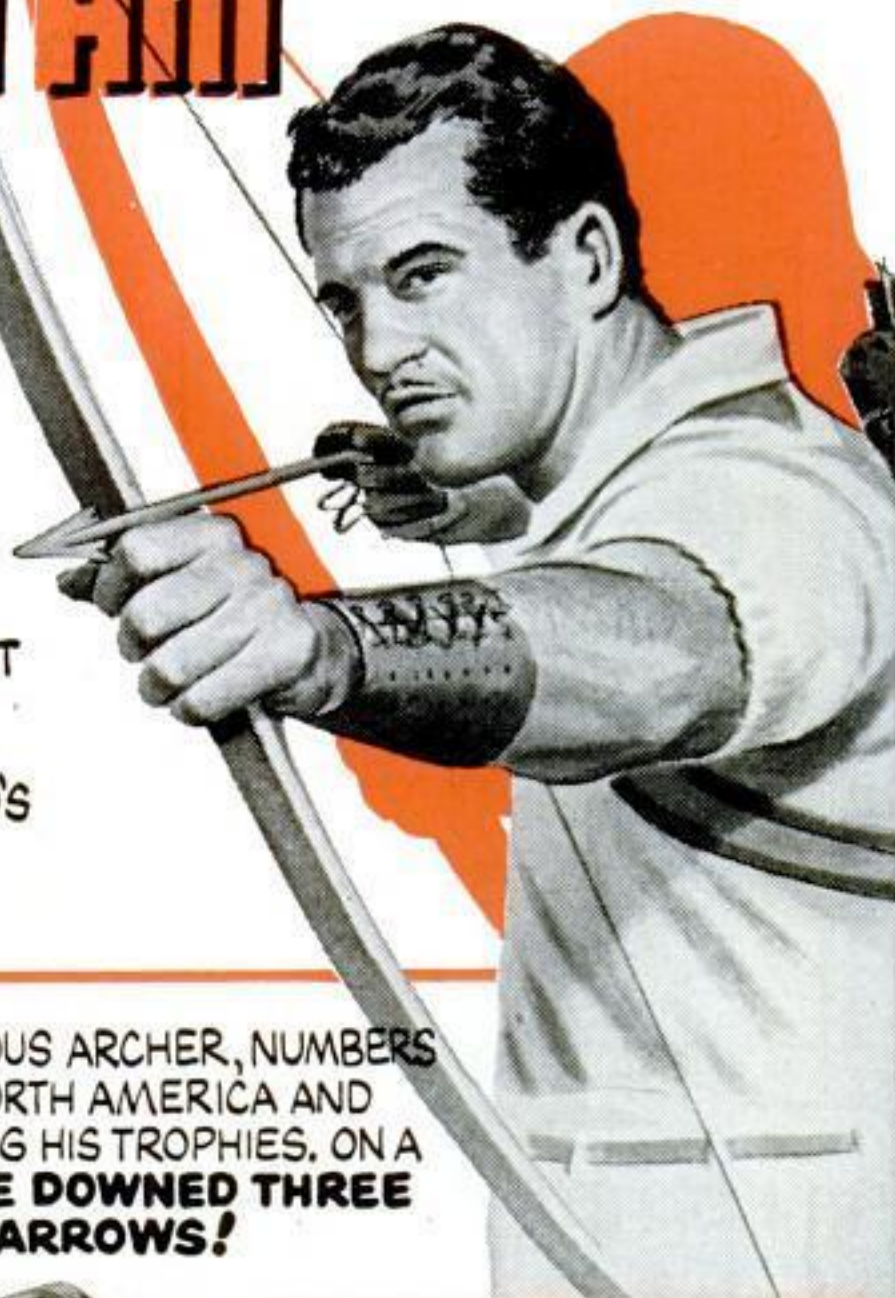


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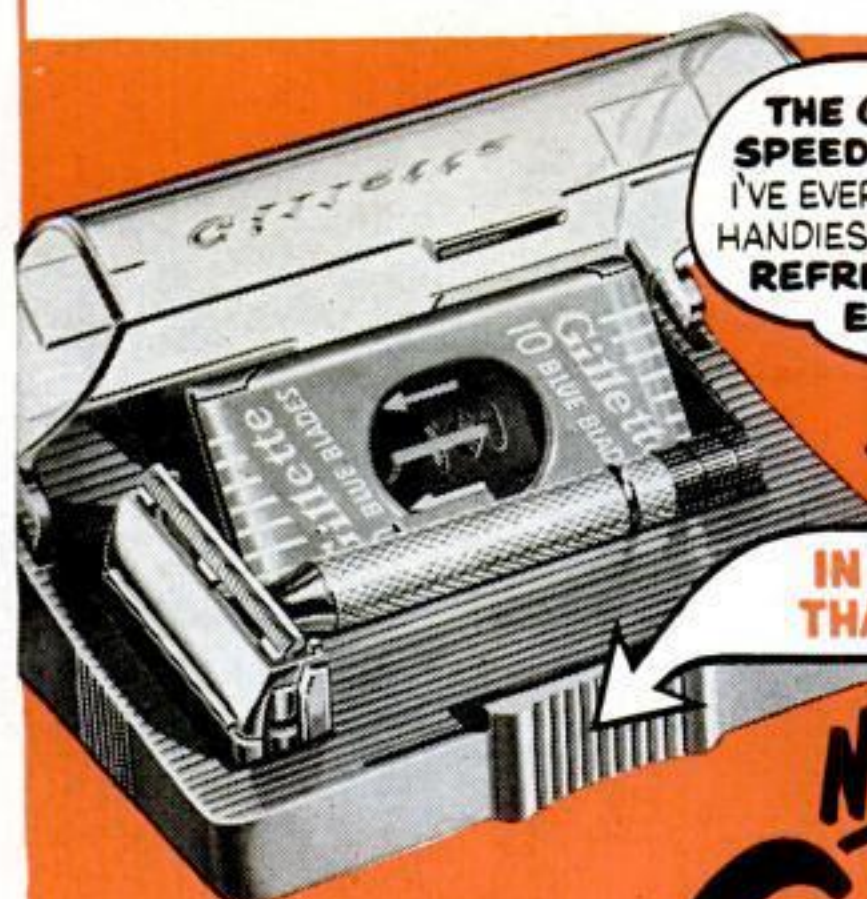
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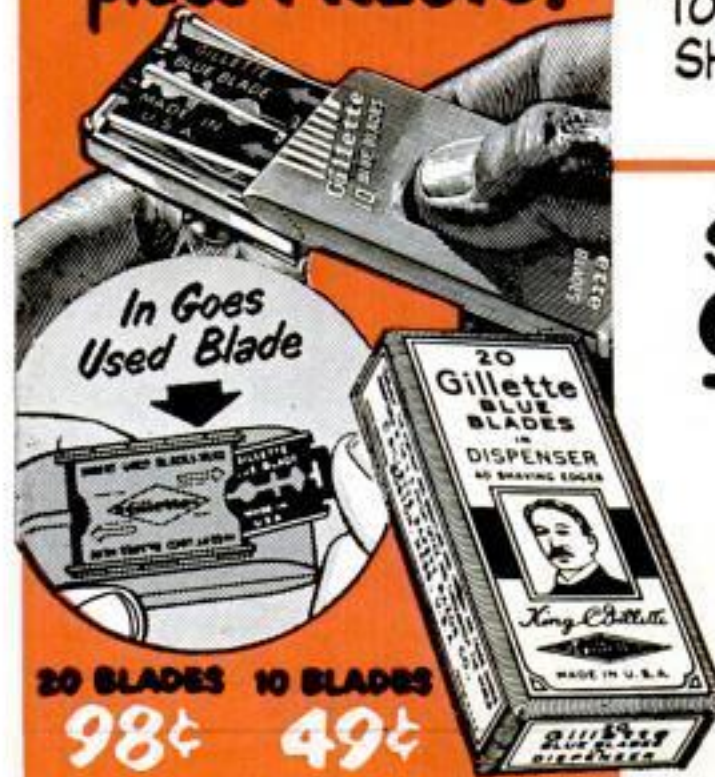
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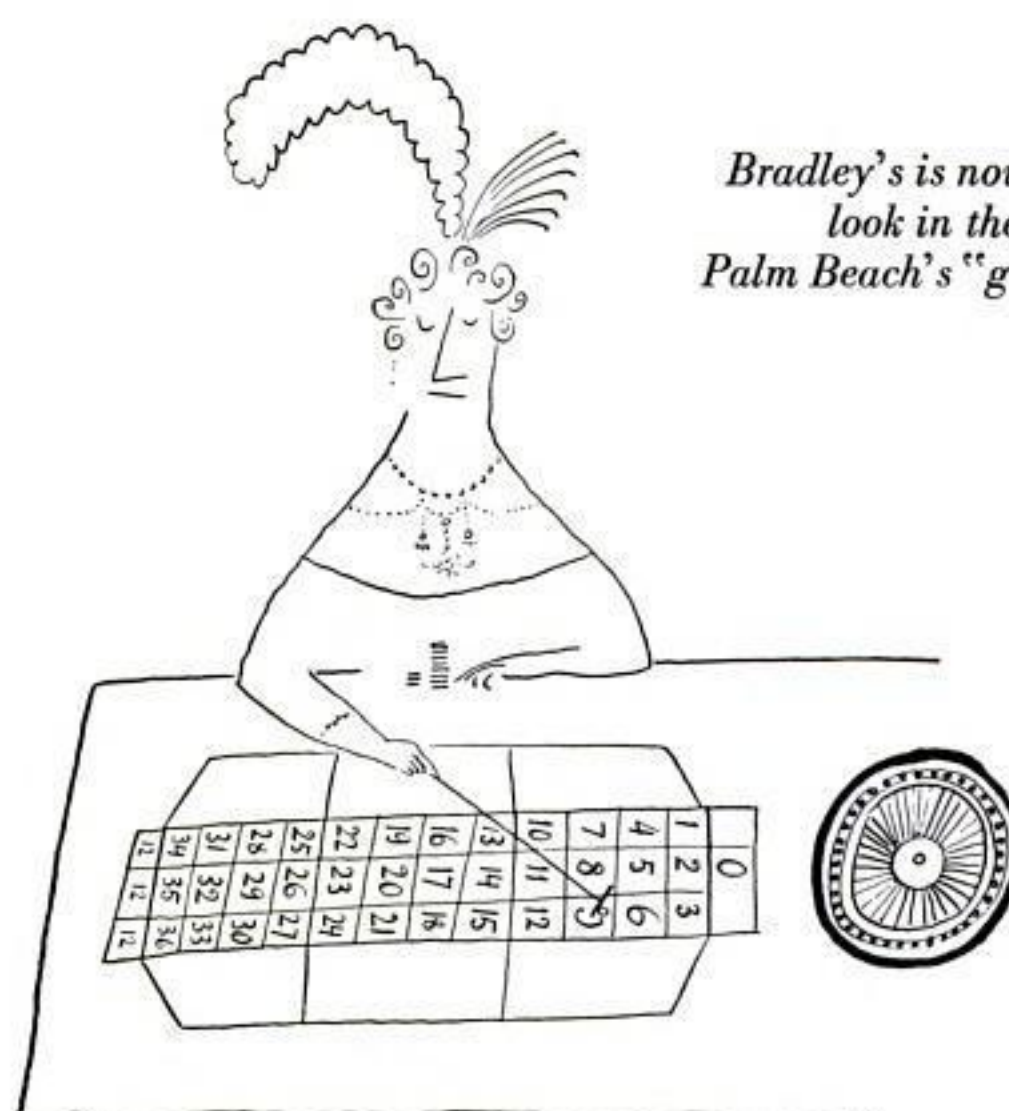
PALM BEACH CONTINUED

Dodge, "you knew everybody. Now if you know three people you're doing well and you don't want to know them."

Alone of the cottage colony set Princess-Laura Rospigliosi, one of the legendary Stallo sisters of Cincinnati, who came to the resort when she was prenatal and who lives in it year round, refuses to believe the voices of social doom around her. "It's not true at all," she says. "Palm Beach and Rome have held up socially better than any other places in the world. They're the last places left where you still feel like a lady and a gentleman. Why, everybody comes to Palm Beach!"

The princess meant everybody who is anybody, of course. But Palm Beacher H. T. Webster, the famous cartoonist (reputed to be the only person who actually works in the winter at the resort), preferred to take her literally. "Yes," he agreed. "Everybody comes to Palm Beach all right. That's why I have an unlisted phone number."

Second only to their concern over what has happened to their resort socially, Palm Beachers mourn the passing of Bradley's fabulous Beach Club. Palm Beachers have always loved to gamble. In the old days they conducted poker games the size of which may be appreciated by the fact that when the late George Loft entered one



Bradley's is now a nostalgic look in the eye of Palm Beach's "grandes dames."

game flourishing \$10,000 he was given one white chip. As a regular gambling establishment, however, Bradley's Beach Club was something special. It served Palm Beach continuously from 1898 until Bradley's own death in 1941. At that time, by the terms of the colonel's will, the club was torn down, the land given to Palm Beach as a public park and the gambling machines floated out to sea and sunk.

Tall and kind-faced, a devout Catholic and a man who wore a stiff collar even on the hottest days, Colonel Bradley looked anything but a gambler. His club was a small, white frame house simply marked "B. C." and decorated inside with the green and white of Bradley's racing silks. Nonetheless Bradley had only one losing year at Palm Beach—his first, in which no women were allowed to gamble. The second year women were allowed, and from that time on the Beach Club prospered. By the next year Bradley's limits were larger than Monte Carlo's and extremely flexible. In contrast, the rules at the Beach Club were inflexible. No native of Florida, no unescorted woman, no person who was not 24 and no man who was not in evening clothes—unless he was on the way to the old 3:30 back north—were permitted to gamble. Bradley's soft-heartedness is still legendary at Palm Beach. If you had lost heavily at the club one evening, the colonel invariably met you at the door and offered one more throw of the dice—doubles or quits. If you expressed doubt that your losses might be due to something besides bad luck, he would give you every cent of your money back and then ask you, in his presence, to tear up your membership card.

Palm Beachers still cherish the story of the young lady who came into his private office at the club one night, tears in her eyes, and told him that she and her husband were on their honeymoon in Palm Beach and that her husband had just lost their entire savings of \$5,000. Bradley reached in his drawer and took out five thousand-dollar bills. "I shall give you these," he said, "on condition you promise me that neither you nor your husband will ever enter this club again." Still tearful the girl agreed, then at the door asked the colonel for his promise that, if she pointed out her husband, he

CONTINUED ON PAGE 98

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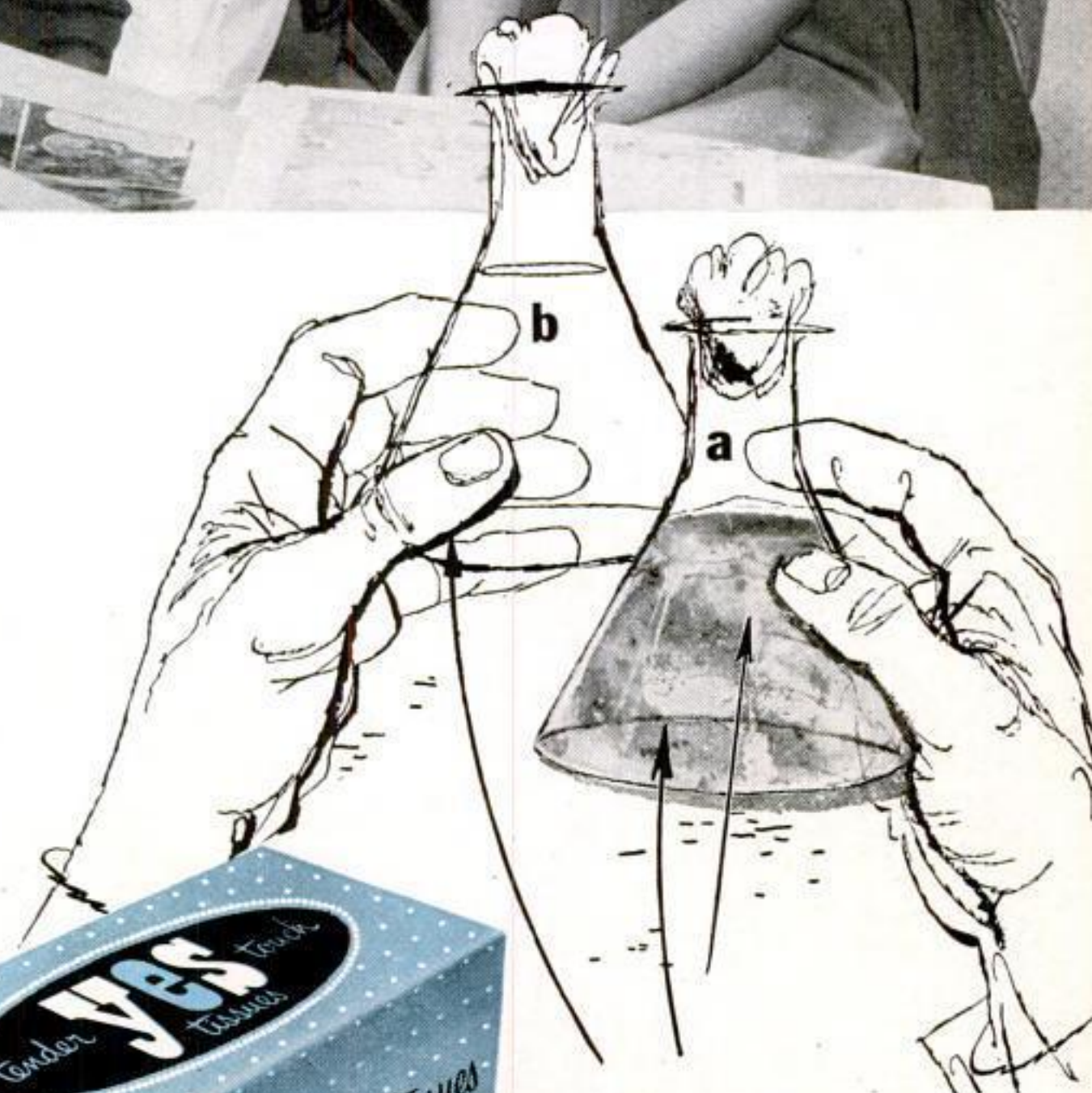
Don't ever take less than Yes . . . that's your tissue for softness, for strength, for whiteness—plus sensational bacteria-deadening power! Get Yes Tissues—gentle, absorbent, odorless as ever—this very day! Don't take no for an answer . . . insist on Yes!

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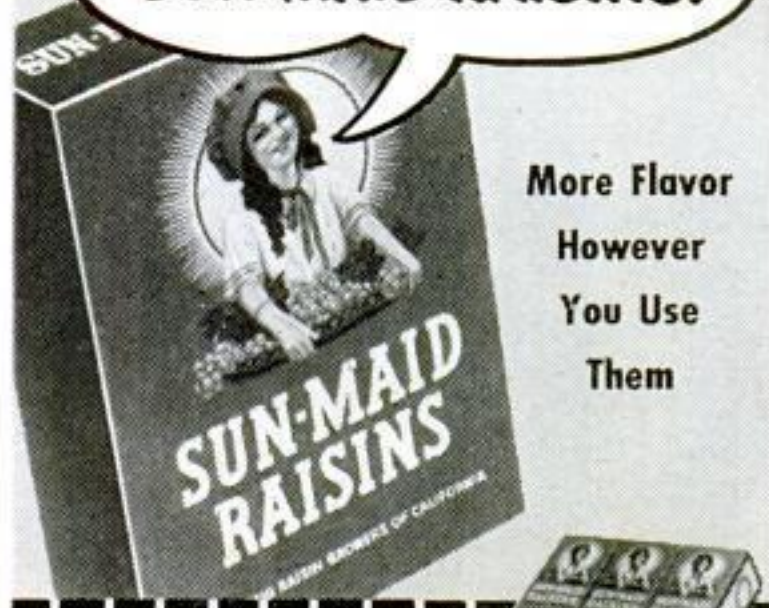
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Six Handy Pocket Packs At
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PALM BEACH CONTINUED

would not speak to him; her husband didn't know she had gone to the colonel and she didn't wish him to make a scene. Bradley agreed. At the door the girl pointed out her husband, a man who was already going out the door. Bradley took one look, then went back to his office. The next night the colonel, touring his tables, was dismayed to see the same young man, gambling away as if nothing had happened. Bradley stalked into his office and immediately sent for the man. "You were told never to come here again," he stormed. "You cannot afford that kind of money. Your wife agreed." The young man looked surprised. "My what?" he said. "Your wife," repeated Bradley. The young man smiled. "Colonel Bradley," he said. "I'm not married." Bradley looked amazed. "As for not affording it, Colonel Bradley, I think I can. My name is Russell Firestone."

Up to the time of his death Bradley was regularly asked what he did about it. "Do about it?" the colonel would roar. "I didn't do a damn thing. Any girl who can get the best of a tough old goat like me is welcome to \$5,000."

"Towie"

TODAY, in contrast to Bradley's, Palm Beach concentrates on card playing. At no other social resort are cards taken quite so seriously. Sometimes even late breakfasts are hardly pushed aside before all rush for their places at the tables. Not long ago some ladies new to the resort ambled leisurely to a table where they found an elderly Palm Beach lady had beaten them to the draw; already seated, she had even picked up her hand. The surprised ladies nonetheless attempted to introduce themselves. "I'm Mrs. So-and-so," said the first, while the other two also gave their names. For the first time the Palm Beach lady looked up. "I'm the dealer," she said, "and I bid four spades."

Not content with either gin rummy or canasta, Palm Beachers have even refined the game of bridge into their own three-handed variant called "towie" (rhymes with zowie). Invented by the late Pittsburgh Steeler J. Leonard Replegle, whom Palm Beachers remember as such a poor bridge player that nobody wanted him for a partner, towie requires no partners and is played by only three players at a time. For many years Palm Beachers played it when it had no name; then one evening Pauline Wanamaker announced in her Philadelphia baby-talk accent, "O deawie, I'm down a towie!"—which meant that she was down 1,000 points. From that time towie became the game's name. It is still played at Newport, Southampton, at New York's Racquet Club and in a few other select locations; bridge experts have called it the best three-handed bridge game in existence. Its scoring varies considerably from bridge and also runs considerably higher. Paulding Fosdick, current Palm Beach expert, finds that 2¢-a-point towie, which many Palm Beachers play for, is roughly comparable to 5¢-a-point bridge; outsiders to the resort, who generally take one full season to learn the game, find it roughly comparable to owning a yacht.

At least one vital tradition of Palm Beach society still continues intact through all the changes which have taken place; this is the attention to titles. Even more than at Newport, a resort which has always held open house for royalty, Palm Beach has the reputation for having more than met its titled visitors half way. One monocled marquis, for example, just off the boat, was introduced to a Palm Beach lady; in the direct American manner she immediately asked if she might inquire as to the purpose of his trip. The marquis, rather taken aback, replied that he had not expected to come to Palm Beach at all, that he was actually on his way to visit a lady in Pittsburgh; then, making a joke of the whole thing, he admitted he had no money and had been advised to come over to this country and look for a rich American widow. "Look no farther, marquis," said the lady sharply. The marquis did not; the lady, in between husbands at the time, became a marchioness.

Assurances of this kind of appealing hospitality have apparently traveled the international grapevine; in any case, waves of visiting titles have regularly washed ashore at Palm Beach ever since the original coconuts. Among all of these, by all odds the most interesting to the Palm Beach man in the street are the Duke and Duchess of Windsor, who stayed at the Everglades Club on their first trip to this country together and have since been house guests in one home or another at the resort almost every winter.

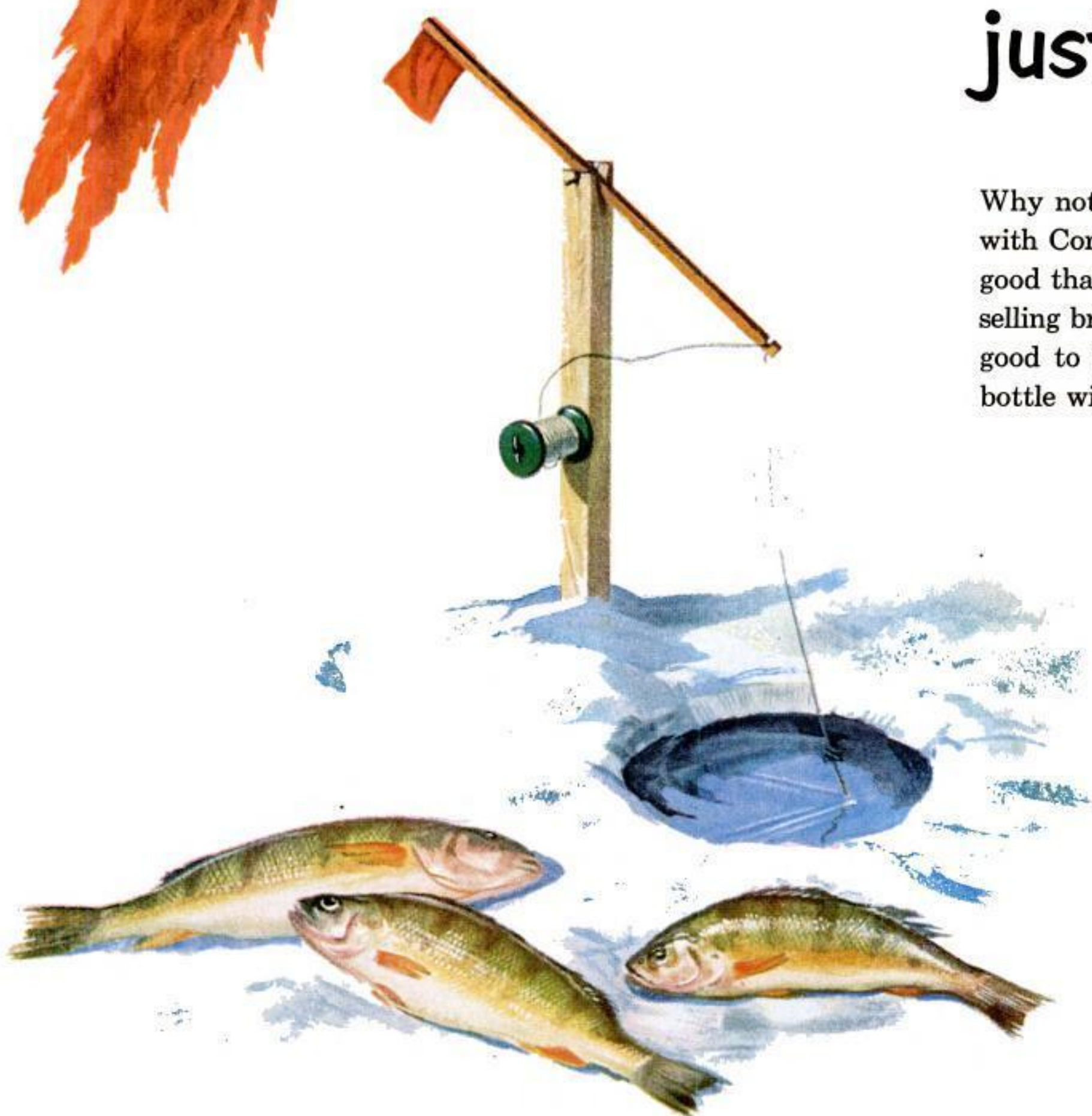
The duke and duchess have for the past few years made their regular Palm Beach headquarters at The Towers, formerly owned by the late Atwater Kent and now owned by Robert R. Young, who first met the duke at a small luncheon of businessmen given by Winthrop Aldrich at the Chase bank in May 1943. Young is a keen student of protocol, and he grants them all the various prerogatives of royalty. All guests must be assembled at any function, down

CONTINUED ON PAGE 101



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Why not break the ice and get acquainted
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RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.



Fountain of Love . . . painted for the De Beers Collection by Raoul Dufy

The prices shown were secured for your guidance through a nationwide check in October, 1951. Jewelers were asked for the prices of their top-grade engagement ring diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are higher priced. (Exact weights shown are infrequent.) Add Federal tax.

WHEN CHOOSING YOUR ENGAGEMENT STONE . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

A DIAMOND IS FOREVER



¼ carat (25 points) \$85 to \$185
 ½ carat (50 points) \$220 to \$425
 1 carat (100 points) \$600 to \$1100
 2 carats (200 points) \$1300 to \$3250

H. W. AYER & SON

Lifetime treasure The sweet sights and sounds,
 the joys you meet together along love's way, will all live
 on for you in the changeless light of your engagement diamond.
 This cherished keepsake that marks your pledge of constancy
 will shine with promise during days of parting,
 and blaze in glory when you are at last reunited. Through all your
 days its tranquil flame will be a symbol of your love's devotion.
 Though it be modest in cost, choose your diamond with care,
 for nothing else on earth can take its place.
 And . . . may your happiness last as long as your diamond.

De Beers Consolidated Mines, Ltd.

to a breakfast, at which the duke and duchess are to appear, and all must be briefed as to the correct form of address and the curtsy. The duke, who is addressed simply as "Sir," is entitled to the curtsy at all times, while the duchess, who is not entitled to the curtsy, is addressed as "Your Royal Highness." Even more important is the matter of table seating. At the Youngs', for example, the duchess is not put at Mr. Young's right at dinner; Mr. Young instead is at the duchess' right, and the duke and duchess, not Mr. and Mrs. Young, are at the heads of the table. In this matter Palm Beach follows the ancient English custom. Since every house in that country, technically at least, belongs to the king, until recently he has always sat at the head of the table wherever he was.

If the duke and duchess have been to outsiders the most interesting of the resort's titled visitors, to oldtime Palm Beachers they are clearly outranked in lasting fame by the Hon. Hugh Rumbold. A short, dapper gentleman, the son of a British ambassador, Rumbold spoke with a pronounced stammer; nonetheless, he was an accomplished mimic who could impersonate anyone from a Japanese statesman giving a speech to a Palm Beach hostess giving a party. At various times he took virtually every male title in the Palm Beach book, as well as several female ones. At such times, during his impersonations, his stammering, which he claimed to be the result of spending a night in a haunted house as a child, deserted him almost completely.

On one occasion, creating the role of an English countess at a Stotesbury fancy dress ball, Hugo, as he was called, went through the entire evening undetected even by his closest friends; Palm Beach's only irritation occurred afterward when it was discovered that he had used the ladies' dressing room in preference to the men's. At another time Rumbold's career extended to Sarasota. Having fallen in love with a Palm Beach interior decorator, who was opening a branch of her business at the Florida West Coast resort, Rumbold followed faithfully along in the capacity of her personal maid. He spent several weeks at the resort and even emerged unscathed from a beach party where the Sarasotians, hearing the refined maid of their Palm Beach visitor begin stuttering in a peculiar male voice, merely thought that the maid was doing an impersonating act of a man. Rumbold's final escapade was his most brilliant. Having fallen in love again, this time with a Palm Beach married lady, he persuaded her to take him, along with her husband, on a trip to Europe; again the disguise was as the personal maid and, according to Palm Beachers at least, on the entire trip through six countries and back Rumbold was never once discovered by the lady's husband.

Unfortunately for Palm Beach, the Hon. Hugh Rumbold, in many ways a throwback to the great days of the resort, turned respectable in time. He married the distinguished playwright Zoë Akins, and spent the last years of his life, at his own wish, in relative social obscurity. Even his friends were sternly forbidden to recall memories of his illustrious past. Ironically his death occurred at what might be considered, at least in comparison to Palm Beach, at the bottom of the social scale. Suffering a heart attack, he succumbed in a dentist chair in Hollywood, Calif.



Social disintegration has gone so far that when you meet on a bridle path sometimes you recognize only the horse.

Discovered! EXCITING NEW CREAM That CURLS and WAVES HAIR

As You Shampoo and Set



Simply shampoo and set and MARLENE'S HAIR WAVING SHAMPOO helps impart smooth, shining, natural-looking curls and waves that stay in, usually until your next shampoo. Use any curlers, or any type pins for pin curls. Simple as any other shampoo, not a permanent wave. MARLENE'S HAIR WAVING SHAMPOO was discovered by the same hair scientists who first perfected the safe home cold wave permanent.

Rich Cleansing Lather Without Cloudy Soap Film Even in Hard Water . . . Makes Hair Beautiful, Soft, Fairly Glowing

Thrill to this exciting shampoo with the new fragrant luxury soapless lather that not only whisks away every trace of dirt and loose flaky dandruff, but also actually treats hair with a unique conditioner that beautifies, glorifies as it counteracts dull, dingy looking hair. Makes hair delightfully soft yet easy to manage as it makes hair glow, fairly alive with fabulously sparkling sheen. Only MARLENE'S does all this and curls, waves hair at the same time you shampoo and set. Makes permanents last longer. Get MARLENE'S . . . today!



Marlene's HAIR WAVING SHAMPOO

Cosmetic counters all over U.S. and Canada offer Marlene's on the guarantee "curls and waves of your dreams as it shampoos and sets your hair or money back."

Or Send \$1.20 Tax Included To MARLENE'S INC., 230 North Michigan, Chicago 1, Illinois

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EASES SNEEZES

AND OTHER COLD MISERY

When you take cold—take TABCIN quick! TABCIN is the modern cold formula of time-tested ingredients to relieve the headache, the feverish feeling and aches and pains of a cold. TABCIN also contains antihistamine to check sneezes and sniffles. TABCIN offers more complete cold relief! Miles Laboratories, Inc., Elkhart, Ind.



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JOLLY TIME

ALWAYS POPS BETTER/

POP CORN

If you own a Schick or Remington Electric Razor ...

You get a closer shave and greater comfort by preparing your face before you shave. In just three seconds this wonderful lotion:

1. Evaporates sticky, razor-clogging perspiration.
2. Lubricates the skin for more comfortable shaving.
3. Tautens skin — "brings out" beard for closer shaves.

It also lubricates the shaver's cutting head for longer shaver life!



Lectric Shave is available at drugstores or toilet goods counters. Only 49¢ plus tax—enough for 80 slick shaves. The J. B. Williams Co., Glas-tonbury, Conn.

ACID INDIGESTION?

Here are the facts on Eno relief for acid indigestion

Acid indigestion of a temporary nature frequently occurs when the acid-alkaline content in your gastric tract (chemically known as your normal pH) is out of balance.

Each teaspoonful of Eno contains approximately four grains of free Sodium Bicarbonate, and furnishes, in solution, approximately fifty grains of complex Sodium Tartrates.

These two very important elements tend to restore your normal gastric pH. In addition, Eno acts as a mild laxative. Thus Eno fights acid indigestion in two ways: it helps neutralize excess stomach acids, and furnishes mild laxation.

Don't wait until acid indigestion hits. Get a bottle of Eno today. Try Eno for quick relief. At all druggists.

TAKE GOOD-TASTING ENO



STANDING NEAR MOWING MACHINE, BAHLOW LEANS ON CANE AND WATCHES SALE FROM A DISTANCE



DEPARTING STOCK were photographed by Bahlows' daughter Mabel. The calves brought \$310 each.

Life A Farm

A COUPLE CASHES IN

Farmer John Bahlow, 66, and his wife Lottie, 59, had earned their retirement. For 31 years they had labored as tenants on other people's farms. Then in 1911, with the help of a bank loan, they were able to buy their own 120-acre farm near Broadlands, Ill. In the next six years things went so well that last fall Bahlow and his wife decided to quit farming and sell their equipment and stock, saving only their home and land. With their two daughters married, they figured it was time now to enjoy some of the fruits of their labors.

Bahlow got in touch with an auctioneer in the vicinity, Lloyd Cole, who set a day for the sale. Notices were published in nearby newspapers, tacked up in post offices and mailed to individuals for 100 miles around. The Bahlows prayed for good weather, Cole having warned them that a blustery day not only cuts down on a sale crowd but causes it to "go cold" in bidding. A bad sale, the Bahlows knew, could spoil all their retirement plans.

Auction day dawned cold but bright and



BIDDERS PREPARE for a long day in open, pulling on overshoes to protect their feet from light coating of powdery snow. Weather was nippy throughout day.



NEIGHBORS PREPARE chili, barbecue, hot dogs and coffee, which were sold to crowd for benefit of the Ladies Aid Society of the Broadlands Lutheran church.



ARRIVING BUYERS drove many new model cars in high-price field, reflecting prosperity of farmers.

Goes to Auction

ON 41 YEARS' LABOR

clear. At 11:15 a.m., when some 750 people had gathered in the farmyard, Cole climbed up on a hay wagon and in a deep, booming voice got things under way. "Dollan quarter dollan quarter wan dollan half," he chanted, over two cigar boxes of nuts, bolts and auger bits. As the smaller items went fast and cheap, Bahlow stood grimly on the fringes of the crowd, nervously chewing on a succession of cigars.

But Cole, who had studied voice technique and crowd psychology at a school in Austin, Minn., knew his business. Having used the "bargain counter" to get the crowd into a happy bidding mood, he played the game tougher and tougher. Over a tractor belt he intoned, "Away we go. It's had good use but there's good use left in it." When the auction was over at 3:30 p.m., sales added up to a whopping \$17,000. Bahlow, stiff with the cold, went into the house, relaxed in his easy chair and lighted up a pipe. "Now," he smiled to his wife, "we'll be able to go down to St. Petersburg, Fla. for three months. The heat'll be good for my arthritis."



AS HELPER HOLDS UP PUMP FOR THE CROWD TO SEE, AUCTIONEER (CENTER) WORKS HARD FOR A SALE



FAMILY COUNCIL, consulting about the auction while having snack, includes Bahlow (*left*) and his two sons-in-law, Walter Seider (*center*) and Melvin Place.



GRANDSON, John Place, who took day off from school, plays on heater.



BUYER takes home lamp and picture. Some house goods were also sold.



from LIFE, September 24, 1951, by Alice Austen



from LIFE, September 24, 1951, by Alfred Eisenstaedt

WHAT'S IN A PICTURE...

In 1892, Alice Austen set up her awkward, old-fashioned camera and made a self-portrait. Sixty years later, another camera brought the story of her up-to-date. In one picture we watch the young girl, prim and furbelowed, as she poses self-consciously in a fussy Victorian setting. Only the camera could have preserved that likeness in that moment. And only the camera could have made the poignant other

picture of Alice Austen. The camera is the truest of biographers. Decade after decade, as it passes on to successive hands, it gives you a continuing record of the looks and lives of people. As time goes by, these pictures create a continuity in your mind, the cumulative memory of people you have seen in pictures, and so remember. Photography brought you together. The camera introduced you.

... to see life ... to see the world ... to eyewitness great events

LIFE

ESTABLISHED BY

E. H. Taylor & Sons

The "Sign" of a Good Whiskey

This signature on the OLD TAYLOR label sets it apart from all other bourbons. For Colonel E. H. Taylor, Jr. was a man of rare genius who in his day made many fine bourbons. But among all the fine Kentucky whiskies he created, he chose only one—OLD TAYLOR—for the honor of bearing his name.

© The Old Taylor Distillery Company, Frankfort, Ky., 1952



"Sign of a Good Host"

Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.

Signed, Sealed, and Delicious



Be Happy-GO LUCKY!

Here's why
Luckies taste better!



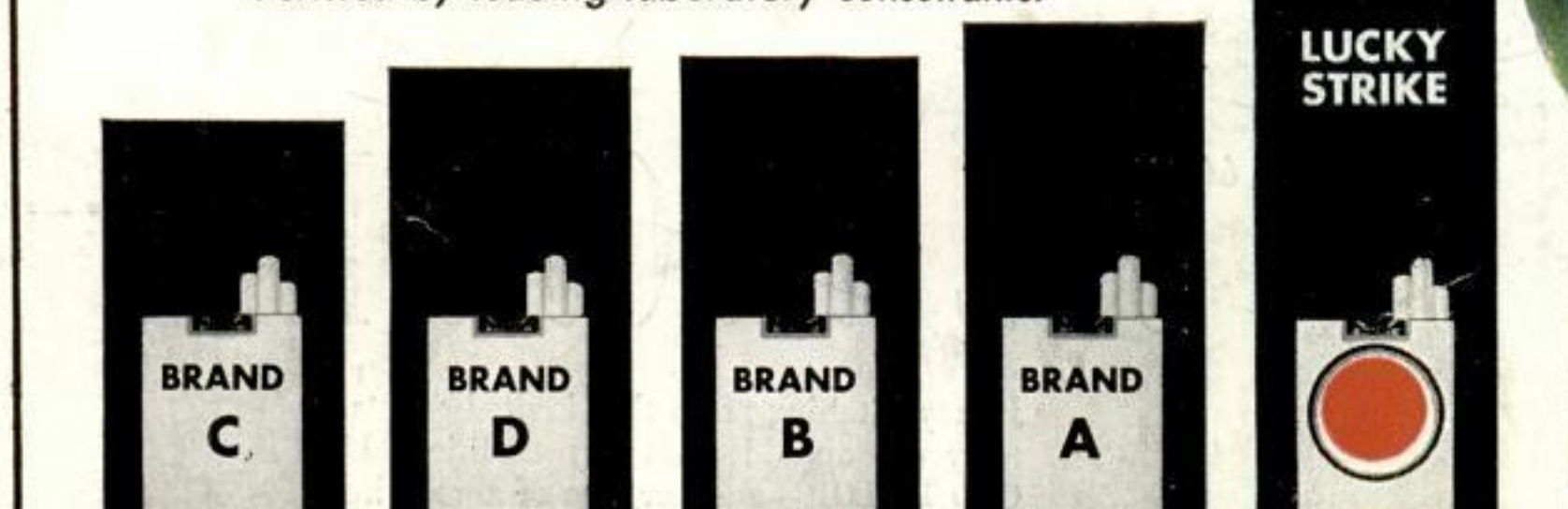
You get better taste from fine tobacco, and L.S./M.F.T.—Lucky Strike means fine tobacco . . . fine, mild, good-tasting tobacco. There's no substitute for fine tobacco—and don't let anybody tell you different!



What's more, Luckies are *made better*—so round, so firm, so fully packed—so free and easy on the draw. Always, *in all ways*, you can depend on Luckies for better quality! These are *facts*—verified and documented.

QUALITY COMPARISON—5 PRINCIPAL BRANDS

Based on tests certified to be impartial, fair and identical.
Verified by leading laboratory consultants.



"In our judgment the above bar graph accurately and reliably depicts the relative quality of these brands. It is our conclusion that Lucky Strike is the best-made of these five major brands."

(Signed) Froehling and Robertson, Inc.,
Richmond, Va.

"We confirm that in our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We do verify that the above chart correctly shows that Lucky Strike ranks first in quality."

(Signed) Foster D. Snell, Inc., New York, N. Y.



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